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DR. L. W. POLLOCK

FALL
1944



Peony Illustrations
About Two-Thirds
Actual Size

PHILIPPE RIVOIRE

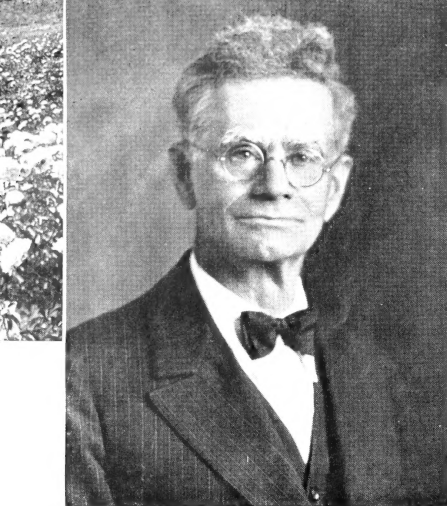
LE CYGNE

Brand's

BRAND PEONY FARMS

Choice PEONIES
Own Root LILACS

**FARIBAULT
MINNESOTA**



A. M. BRAND



A. M. BRAND

Born in his father's nursery. Spent his boyhood among plants. Has given his life to the nursery business. Has specialized in the Peony, originating many of the world's finest varieties. Has continued to operate the business that was established in Faribault in 1868—seventy-six years ago. Distributor of the world's best Peonies. The finest varieties of Irises. Lilacs propagated on their own roots. The best in ornamental shrubs. The newest fruits.



Visit Brand Peony Farms

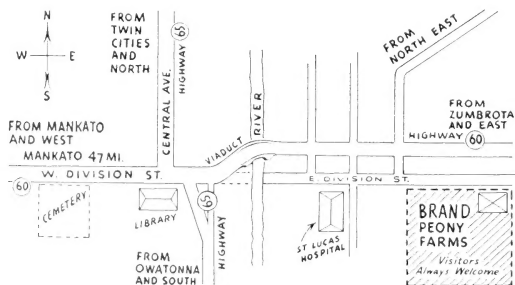
We are located about 60 miles south of the Twin Cities. We invite our friends to visit us at any time.

During the course of the flowering season, we have a succession of blooming periods. From about May 15th to June 25th, we have something in bloom that is well worth seeing. Following in rapid succession and in some cases overlapping, come brilliant showings of Phlox Subulata, Tulips, Lilacs, Flowering Crabs, Iris and Peonies. Then during the later summer months and early fall, our fields of Phlox, Chrysanthemums, and perennial Asters are gorgeous.

For many years during the Peony season, we have made a special effort to decorate our large packing rooms and stage a Peony show that was well worth coming many miles to see. We know that thousands of our Peony friends have looked forward each year for the time to come to make this trip.

Due to the tire situation and gas rationing, we know we shall not see many of our visitors this year. We have decided to discontinue decorating elaborately until conditions change. However, our fields will continue to put forth their usual array of color and we shall have many flowers on display during the flower season.

If you pass through our city, we hope you will visit us.



We are located in the southeast section of Faribault. Visitors coming to Faribault will find this map helpful in locating us.

Visitors always welcome. We try to make the time you spend with us an enjoyable one.

WE APPRECIATE YOUR ORDERS

We take this opportunity to thank our many customers from every state in the Union for the excellent business they have given us over the seventy-six years we have operated in our present location.

In the final set-up of our catalog, which came today, space was left on the page and our printers asked us to send at once copy to fill out the page. We are in the midst of the rush of the delivery season, where we give our entire time to the filling of orders, and we were glad to receive by the same mail the following letter from one of our customers. We think it will give as good an idea as anything we could write ourselves of the kind of stock you may expect to receive from us.

April 15, 1944,
119 Winchester Way,
Falls Church, Virginia.

"In my business we often wonder what makes people return to us after the first time. We try to attract new customers by 'specials' which offer much of something that folks can use, for little cash outlay. After that we continue to give of our best to keep these new customers. We suppose that keeps them coming, but we can hardly ask them and they seldom of their own volition tell us why they are satisfied repeat customers.

"I imagine it must be the same with you. Though in our souls we know when we have done a good job, we do like to be told about it once in a while.

"In the fall of 1942 I ordered a 'special' you offered on Phlox Subulata. We were truly surprised at the fine quality and robustness of the plants you sent. And, when the next spring they all lived and bloomed we knew that the quality was inherent as well as obvious.

"Because of our satisfaction, last fall we ordered 6 Bolleana Poplars at two for \$2.00. As I recall the catalog description they were to be 5 to 6 foot size. We also ordered a small size De Miribel Lilac. When I say we were astounded at the better than 10-foot Bolleanas and the fat husky Lilac, I use the word 'astounded' advisedly. When the Lilac started to leaf out this spring it was so healthy looking we were certain that it had been well worth while to pay YOU the small difference in price over ordinary nursery stock. Yesterday we noted further evidence of that fact. The De Miribel has two buds. Flower buds. And the bush is so husky I know it will not hurt it to bloom.

"You must feel good when you go home at night. You must have a feeling of a good job well done that puts you at peace with the world. More orders will be forthcoming from time to time, of that you may rest assured. I am one of your legion of satisfied customers and I shall be pleased to tell anyone at great length, if you will but refer them to me."

Sincerely,

E. M. O.

Save Your Catalog

Each year we go over our mailing list and take out the names of those who have failed to order for several years. We do this to save expense. However, if you have purchased from us in the past and fail to receive our book and wish a copy, do not hesitate to write us for one.

If you keep our catalog on file, you can always order from it and we shall be glad to make any adjustments if prices change.

Many people who are moving about send for our catalog and are not really interested in making a purchase. If we do not receive an order after sending out our catalog, we drop that name from our files and no further catalogs are sent. Even a dollar order is appreciated. Our catalog is sent from season to season to all those who purchase from us without their asking for it.

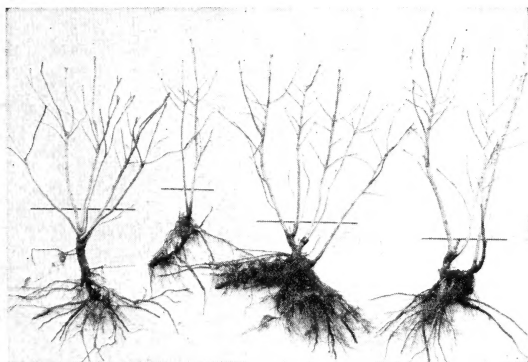
Now that paper is rationed, we urge you to keep our book on file.



Brand's New Improved French Lilacs With Beautiful Panicles of Enormous Size

We have experimented with the propagation of the French lilac for over twenty years to find how to grow it in a practical way on its own roots. We have discovered how to do this successfully. Before we were able to do this we never had any success with French lilacs in the Minnesota climate. We have never had any trouble with our French lilacs dying out since. A French lilac must be on its own root to do well in a severe climate like that of Minnesota.

Growing an improved lilac on its own root is a slow process. It actually takes us two years longer to produce a lilac of a given grade on its own root than it would take to produce the same grade on privet. Yet we insist on sending out only those lilacs that will prove satisfactory so our customers can depend upon receiving only genuine own-root plants.



THE ABOVE PICTURE

is from a photograph of four average sized plants of our Own-Root French Lilacs, showing one plant of a two- to three-foot size, and three plants of a three- to four-foot size.

The line running through each plant shows the depth you should plant your bushes.

To one who has never grown an Own-Root French lilac, the price may seem high. But we feel sure you would not wish to care for a plant for five years and offer it for a price below what we are charging.

THIS IS IMPORTANT

Many make the mistake of planting the lilac too shallow. Most shrubs should be planted with the crown about 2 inches below the surface. Lilacs do much better if planted with the crown 6 inches below the surface line as illustrated in the picture below. Watch for a tag attached to your shipment giving explicit directions for planting.

WHEN TO PLANT YOUR LILACS

Lilacs can be planted with perfect safety either in the spring or in the fall. In the fall we begin to send out our plants the latter part of September, and we continue to make shipments throughout the fall months. If lilacs are planted in the spring, they should be planted as early in the season as possible.

FOLLOW THESE DIRECTIONS CAREFULLY

To allow the French lilac its natural spread, the plants should be set not less than 8 feet apart. Dig a hole as large as a bushel basket. Fill back with rich top soil mixed with one-third part well-rotted cow manure if same is obtainable, and tramp down firmly until you can place the plants on this soil so that when roots are spread out naturally, the crown will be from 4 to 6 inches deeper than it was in the nursery row.

Work the soil carefully among the roots until the hole is half full; then tramp this down unusually hard. Then pour in a full pail of water. After this has settled away fill the hole with loose mellow soil until it is rounding full, then tramp lightly. Keep plants well hoed. Where planting is done in the fall, place a coarse mulch 6 inches deep about the bushes the first winter to keep ground from heaving.

BRAND'S LILACS are all on their **OWN ROOTS**

These bushes come to you all ready to plant. They need no trimming. Now that the French lilac can be propagated successfully on its own root, there is no longer any reason why a lilac propagated in any other way should be planted.

READ CAREFULLY BEFORE ORDERING

We do not pay transportation charges on our lilacs, but you will note that we offer a liberal quantity discount which in most cases will cover these charges.

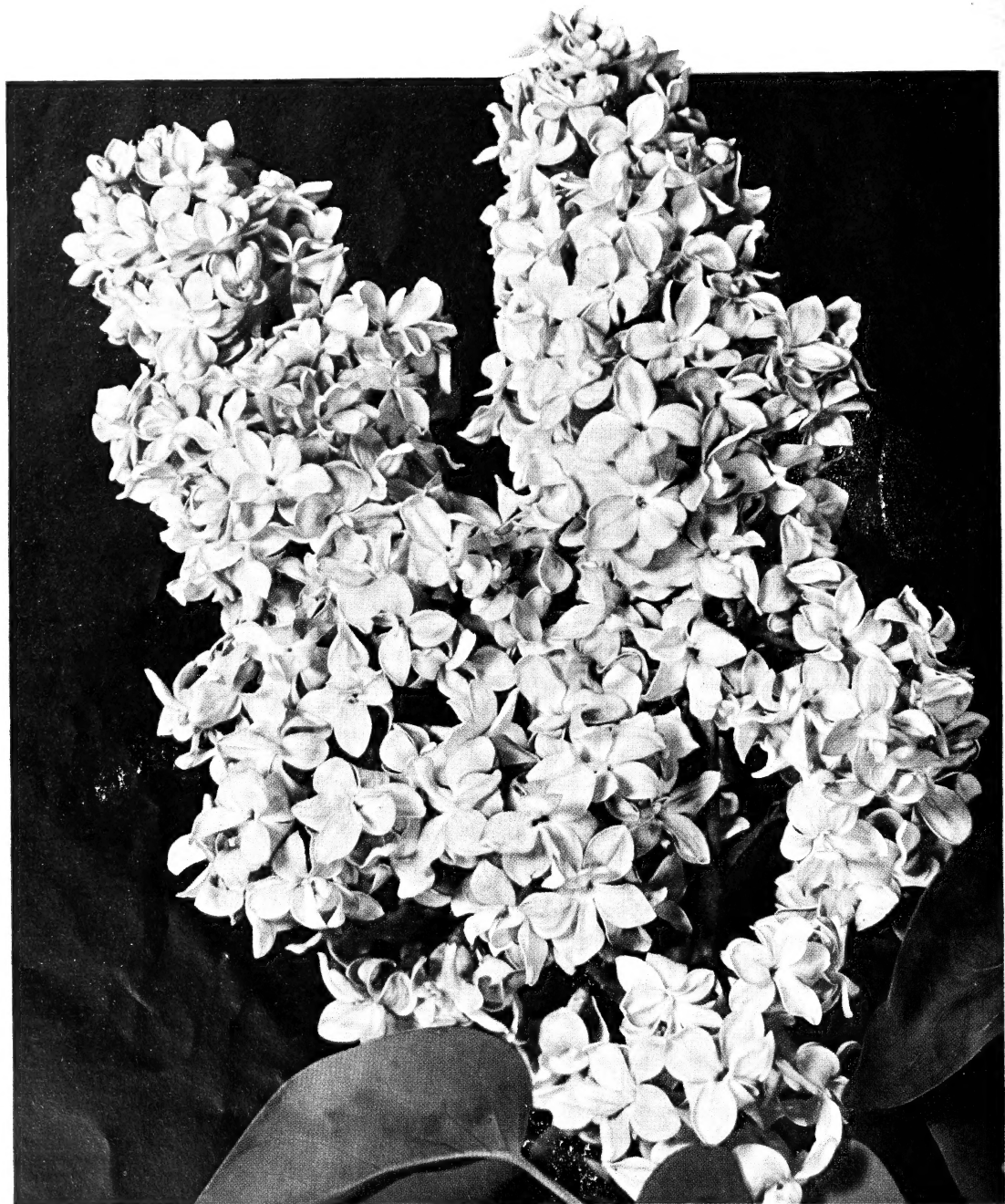
A lilac is difficult to transplant and oftentimes some loss is experienced. We find by leaving considerable undisturbed soil in the roots as we dig them that transplanting can be done without any loss, but this will add considerable weight to the package and the express charges. If instructed to leave the dirt in we will do so.

All nursery stock travels as second class by express. See that your agent doesn't charge you a First Class rate.

FERTILIZERS

A lilac likes a sweet soil and responds wonderfully to applications of lime. Use 4 quarts of lime to a large bush each year if you have an acid soil. Otherwise lime is unnecessary. All seed houses usually carry lime or your County Agent may be able to give you this information. Any good well-balanced fertilizer can be used with good results.

Heavy applications of well-rotted barnyard manure every year covering the ground about the bushes is best.



Decaisne

Decaisne is one of the truly outstanding Lilacs. We are fortunate this season in being able to illustrate it in color. The panicles are of average size, graceful, erect, and of a beautiful shade of light blue, with the blue overlaid with strong tones of rose-pink. The plant is of medium size and is one of our very best blooming varieties. Both Decaisne and Pres. Lincoln have single florets while Olivier de Serres has double florets. But for Lilacs classified as blue these three fine varieties lead the parade.



Jan Van Tol

There are several very fine single white Lilacs and the above illustration gives a very fair picture of any of them. These Lilacs are **Jan Van Tol**, **Mont Blanc**, **Mme. Florent Stepman**, **Mme. Felix** (the new one), **Vestale**, and perhaps others but the above are the best. They differ slightly one from the other in the general effect of the panicle and in the shades of white. Some varieties have a creamy cast to the white, while others are snow-white, and some have a slight touch of green. **Mme. Felix**, our new single white for this year, has very nice formation of panicle, a white with a slight green tinge, which produces a very rich effect. **Jan Van Tol** demands a rich soil and age to come to perfection. It is then an absolutely perfect ivory-white.

**BRAND'S****FARIBAULT, MINN.**

Charles Joly (Double)

Purple-red. One of the Very Best
of the Double Dark Reds

Brand's French Lilacs

*With Blooms so Large and so Beautiful
One can Hardly Imagine that They are
Related to the Common Lilac*

Our OWN ROOT Lilac List

S. stands for single florets;
D. stands for double florets;
S. D., semi-double.

ALPHONSE LAVALLEE. D. Blue. Tall, robust growing; makes a very shapely bush. Panicles long, broad, shapely, and compact. Opens an intense blue, but as the florets develop it changes to a beautiful shade of lavender. Splendid sort. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.50

BUFFON. S. The very earliest of the early hybrids. Individual florets large and of fine substance. We think Buffon very choice. Color is a rich delicate mauve-pink of the finest quality. Panicles very large. We wish to impress upon our customers that if they are looking for a pure single pink, Buffon will not disappoint them. 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.00

CAPITAINE BALTET. S. Enormous trusses of single flowers of the greatest size. A uniform ruddy purple-lilac. A comparatively new variety not widely distributed, but which by Lilac connoisseurs is pronounced one of Lemoine's best singles. It is one of the most profuse bloomers of all, the bush sometimes being almost hidden by the great panicles. This is classed among the twelve or fifteen best of all Lilacs. 2 to 3 ft., \$3.50

CHARLES JOLY. D. Purple-red. One of the best of the double dark reds. Bush medium both in size and height, limbs growing very upright. Rather large blooms, held erect well above the foliage; very striking. 2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00

CHARLES SARGENT. D. Medium tall growing variety. Very shapely and vigorous plant. Color a beautiful light lavender. Very double flower with florets very full; long narrow pointed petals. 2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00

LILAC DISCOUNTS

If cash accompanies order, allow the following discounts according to the size of the order:

No discount on orders below \$10.00.

10% on orders between \$10.00 and \$25.00.

15% on orders between \$25.00 and \$50.00.

20% on orders of \$50.00 or more.

NOTE: Do not include collections when computing your discounts, as liberal discounts on them have already been allowed.

See that your express agent gives you 2nd class rates.

CHRISTOPHE COLOMB. S. A medium sized bloom of a peculiar and very pleasing formation. The florets are broad, open, and arranged one about the other so that every floret is visible. A peculiar arrangement in a Lilac. The color is a very pleasing shade of delicate lavender with the buds tipped bright rose-pink. 2 to 3 ft., \$2.50

CHARLES X. S. One of the older varieties that is still in great demand because of its profuse blooming qualities and also because it is one of the very best varieties of all for cut flowers. Blooms will stand perfect in water for a full week. A deep rose-red. 2 to 3 ft., \$1.00; 3 to 4 ft., \$1.50

DECAISNE. S. We think a great deal of this Lilac. It is most refined in every way. Nice bush with clean foliage; large panicles very nicely formed, and many of them. A very delicate true rich blue. Rated by many as the best. For real refinement in color this would, without doubt, be rated as one of the best of the single light blues. Stout 18 to 24 in., \$3.00; 2 to 3 ft., \$4.00; 3 to 4 ft., \$5.00

DE SAUSSURE. D. Medium sized, compact, slender spike. Buds open deep wine-red with touches of white in the points of the petals, giving the bloom an interesting effect. As the flower develops it fades to a deep rose color. We found this season that many people admired this variety on account of its unusual color effect. 2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00



EDITH CAVELL. D. A very showy, creamy white; buds suffused cream and pale sulphur. Panicles extra large, long and cone-shaped. This Lilac is as large and as fine as Miss Ellen Willmott, but is a different type of flower. Ellen Willmott is more compact and perfect in form while the panicle of Edith Cavell is a trifle more open and more lace-like in effect. The individual florets are a trifle larger than those of Ellen Willmott. Every fine collection should have both. They are the two great double white Lilacs and it is difficult to choose between the two.
2 to 3 ft., \$4.00; 3 to 4 ft., \$5.00

EMILE GENTIL. D. When we first saw Emile Gentil blooming in the garden of a friend of ours, we thought it the best double cobalt-blue we had ever seen. In its shade of blue, there is none better. Just a medium size bush covered with bright cobalt-blue flowers.
2 to 3 ft., \$4.00; 3 to 4 ft., \$5.00

DE MIRIBEL. S. Dark blue-purple. This is by far the darkest of all our Lilacs. It is always admired by those who see it in bloom in our nursery because it is so distinct in color from all the others. It is one of the choicest in the entire line. Panicles rather slender, long, compact, and upright. Very noticeable. This is one blue you should really have. You will note we often have to omit this fine variety from our list as the demand is greater than our supply. A late variety.
2 to 3 ft., \$5.00

GEHEIMRAT SINGLEMARK. S. A very deep blue-purple. This is a very dark Lilac. The long, upright panicles are made up of many small lobes that add to the attractiveness of the flower. The plant is tall and upright growing. A good variety.
2 to 3 ft., \$2.00; 3 to 4 ft., \$2.50

HENRI MARTIN. D. This beautiful blue-lavender, with its extremely long, graceful panicles is a variety we do not hesitate to recommend to anyone who wishes the best in Lilacs. Our show plants of Henri Martin are right by the path as we go from the office to the trial fields beyond. We pass it many times a day when it is in bloom and we always stop and marvel at its beauty. A Lilac of most beautiful form, with large individual florets and with panicles often measuring 13 inches in length.
2 to 3 ft., \$4.00; 3 to 4 ft., \$5.00

HIPPOLYTE MARINGER. D. Taken one year after another this is probably the largest of all Lilacs. Reverse of petals while in the bud are a deep violet-blue opening into an immense truss of lacelike petals in a delightful blending of pink and delicate shades of blue and violet. We always classify this as one of the sensations of the Lilac world.
2 to 3 ft., \$3.50; 3 to 4 ft., \$4.00

JACQUES CALOT. Here is one of the most pleasing and satisfactory of the all-pink Lilacs. Always a very heavy bloomer, the bush is literally covered with fair sized, nicely shaped panicles composed of florets of great size.
2 to 3 ft., \$2.50

J. de MESSEMAKER. S. A tall, strong growing bush with heavy dark foliage. Trusses long, upright, pyramidal and in great profusion. Single florets very large. Color which lasts a long time in the sun is an intense deep, dark red-purple. Wine-red in general color effect. A good Lilac.
2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50

JEAN MACE. D. Bluish mauve. Very pretty Lilac. A tremendous bloomer. Immense, full panicles. It just seems as though there couldn't be another floret crowded in. Very thrifty bush that grows erect and shapely, and is very ornamental even after the blooms are gone.
2 to 3 ft., \$2.00; 3 to 4 ft., \$2.50

JULES SIMON. D. An erect growing variety with very clean limbs and a heavy, clean, light green foliage. Expanding buds show much bright intense rose. Opening truss becomes a very rich, clear, velvety light blue.
2 to 3 ft., \$2.00; 3 to 4 ft., \$2.50

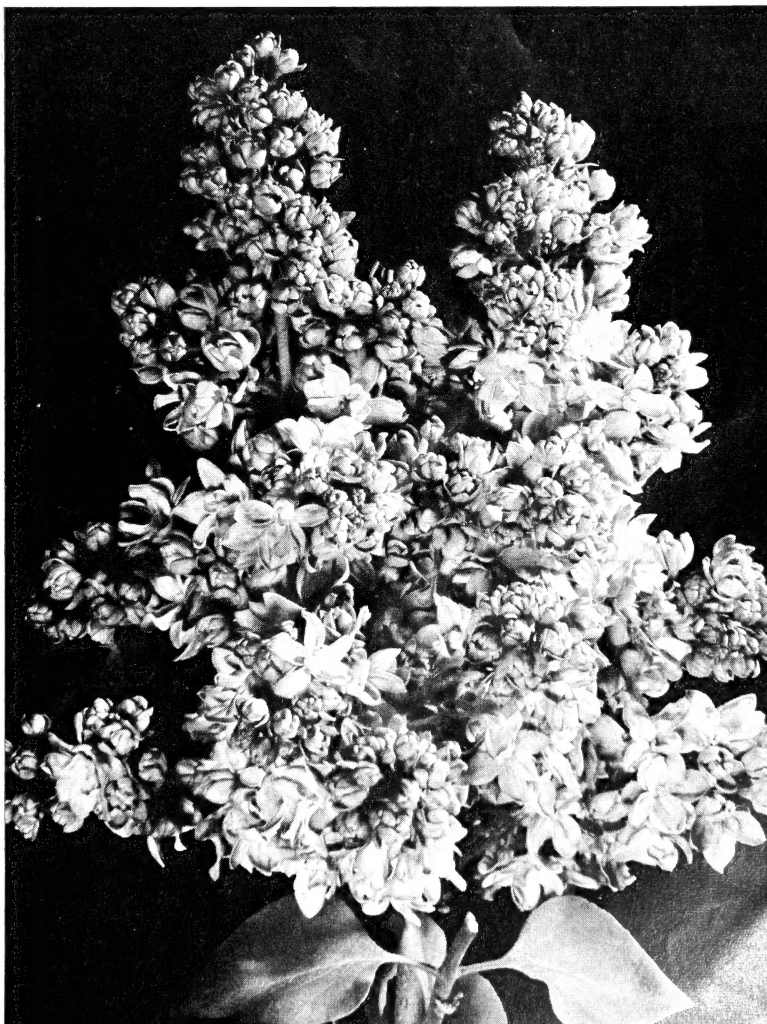
KATHARINE HAVEMEYER. D. A splendid Lilac which we like more and more the longer we have it. It is always an outstanding variety among all our plantings. Trusses are immense, very full double, very rich and of a most beautiful mauve-pink. A very thrifty bush. One of the most persistent of bloomers. Nearly every 3- to 4-foot bush bloomed in the nursery row in 1938. One 4-foot plant had 18 large trusses and 3 small ones.
2 to 3 ft., \$3.50; 3 to 4 ft., \$5.00

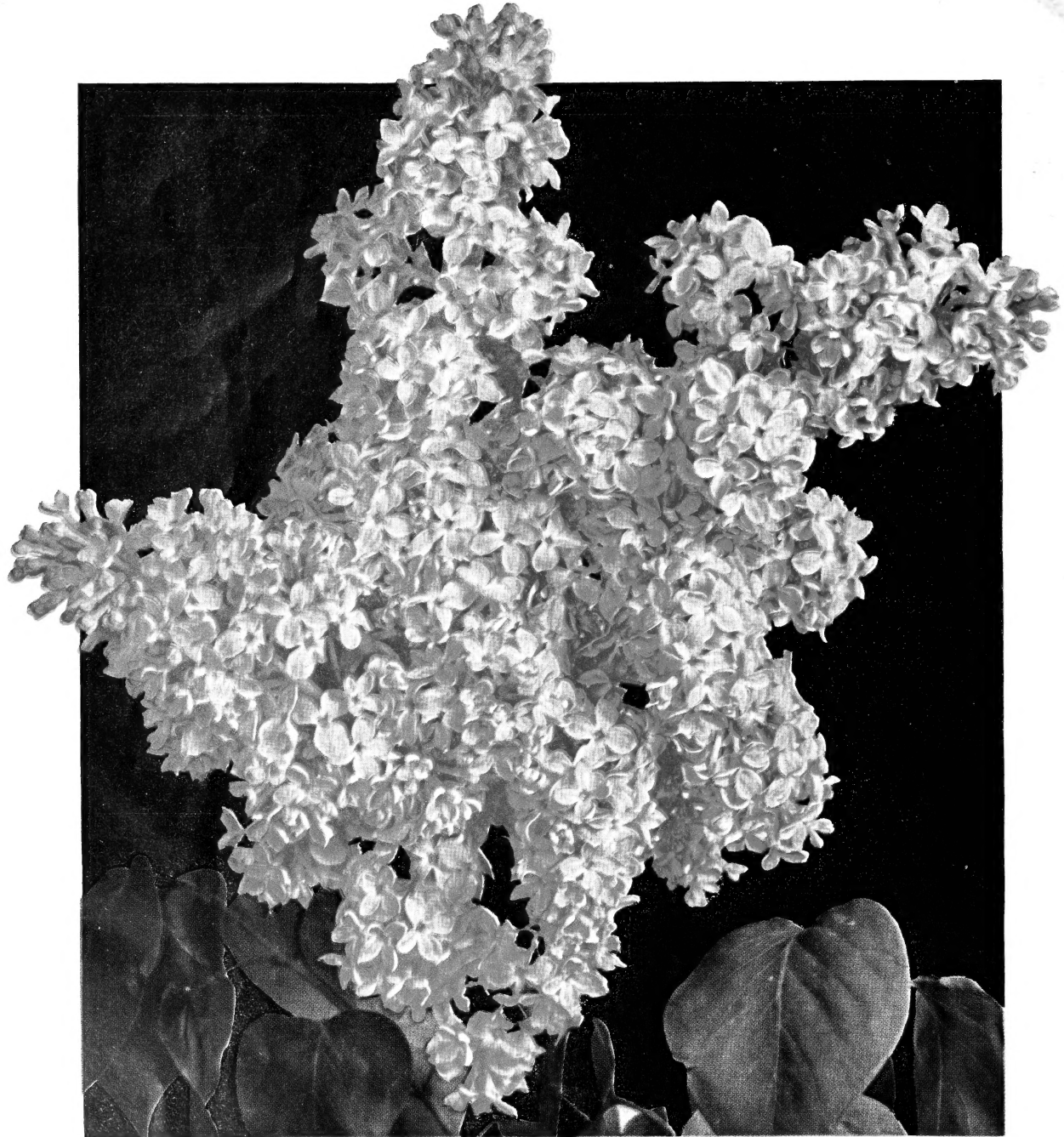
LEON GAMBETTA. D. Panicles of the greatest size. Buds and reverse of petals very pink, which gives the flower a general pink effect. Deep pink buds open into very double little roselike florets of the daintiest pink and lavender. We still say it is the finest of all Lilacs and we want to emphasize this. There are many fine Lilacs, but we believe this is the most beautiful of all.
2 to 3 ft., \$5.00

Our Guarantee

In the fall our Lilacs are dug fresh from the field and are sent out promptly. We guarantee our stock to be true to name and that it will reach you in first class condition. If you are not satisfied, write us promptly. Our responsibility ends after planting is made. We have no control over weather conditions. However, if our stock is planted well in good soil, and cared for properly, it should give excellent satisfaction.

Leon Gambetta





Lucie Baltet

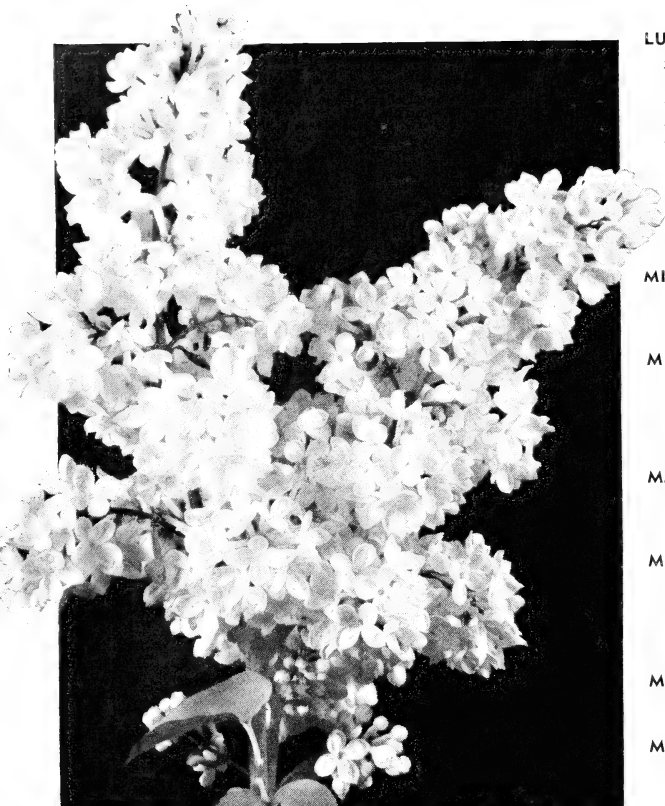
There are several fine outstanding pink Lilacs all differing and distinct one from the other. All are desirable in such degree that one who loves Lilacs would want them all. All of the following are strictly first-class pink varieties: Buffon (the very earliest), Leon Gambetta, Lucie Baltet, Macrostachya, Marlyensis, Marechal Foch, Mme. Antoine Buchner, and Paul Deschanel. They are all good and the best of the lot is a matter of taste.

But Lucie Baltet will ever be an outstanding variety. It will be many years, if ever, before we get one to take its place. It is a rich, single coral-pink. Every one stops and admires when Lucie Baltet is reached in the show garden.

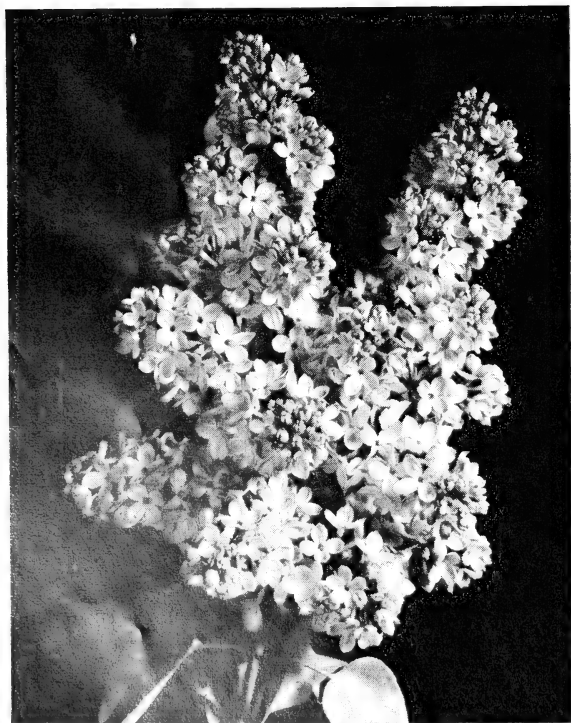


De Miribel

There is no Lilac that can be used as a good substitute for De Miribel. Last fall we filled our orders until our stock was exhausted, and we held over many late orders for delivery this fall. These orders must be filled first. (Our stock is not large and for this reason, we prefer to use De Miribel in orders calling for other varieties.)



Vestale



Decaisne

LUCIE BALTET. S. A fine coppery old rose, entirely unlike any other Lilac in color. This variety is as distinct among Lilacs as the Peony Walter Faxon, is among Peonies. We have tried for many years to propagate this fine Lilac in sufficient quantity to supply the demand but the many visitors who come to our nursery during Lilac season usually purchase our available stock. However, this fall, we hope to supply everyone who orders with a fine 2- to 3-ft. plant. Orders filled in turn as we receive them. 2 to 3 ft., \$5.00

MAURICE BARRES. S. A very large single with showy, open, widely branched panicles. The plant is strong growing and blooms luxuriantly. The general color effect is azure-lilac. A most worthy variety. 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50

MILTON. S. One of the most floriferous of all our Lilacs. Panicles long, narrow, candle-like cones, are held erect and cover the bush. The color is an even shade of light purplish red which holds well in the sun. A trifle late in season. 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50

MISS ELLEN WILLMOTT. D. A large bush with very stout limbs and large, thick, light green leaves. The flowers come in immense panicles of creamy white, made up of double florets almost twice the size of those of any other double white except Edith Cavell. Plant this variety and Edith Cavell and you have the two best double whites. 2 to 3 ft., \$4.00; 3 to 4 ft., \$5.00

MME. ABEL CHATENAY. D. Beautiful, great, round, globe-shaped buds like Lily-of-the-Valley, which open very slowly into a very large bloom of creamy white. A sort very much admired. 2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00

MME. ANTOINE BUCHNER. D. This variety is really a semi-double that we have always regarded as one of our truly great Lilacs. It is a late, tall growing variety, with long, shapely, open trusses. When seen in the bud, it is a decided deep pink, but as the florets open they are a pinkish white, heavily overlaid with clear rosy pink. 2 to 3 ft., \$4.00; 3 to 4 ft., \$5.00

MME. CASIMIR PERIER. D. A very free blooming white with yellow stamens giving it a rich creamy appearance. A very strong, thrifty plant and always dependable. 2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00

MME. FELIX. S. A new single white that we like very much. Nicely formed bush, nice foliage. Beautiful long, shapely panicles of pure rich white. A real addition to our list of single whites. 3 to 4 ft., \$3.00

Lilac Descriptions

Many of the peculiarities of any variety of Lilac are easily described. One can tell at a glance whether the florets are single, semi-double, or double, or whether the panicles are simple or compound, long or short, loose or compact.

But when it comes to color probably no two persons would name exactly alike the colors of any dozen varieties of Lilacs.

A little explanation may help to interpret our descriptions. When we say a Lilac is red, we do not mean that it is scarlet; or, when we say it is blue, we do not mean sky-blue, as an occasional customer seems to expect. The truth is, the colors of all Lilacs are soft. They are made up of different proportions of blue and red with more or less addition of white. If the red predominates in the light shades, we may call the color pink or rose. If the blue predominates decidedly, we may call the color blue; but if the blue while dominant is less pronounced we may call it lavender or lilac or violet or mauve.

In the dark colors, if the red predominates decidedly we may call it red, as with Reaumur. If the blue predominates we call it purple. Then to be more definite we sometimes say reddish purple or purplish red.

It must be remembered also that, aside from the difficulty of getting an exact name for the normal color of a variety, this color may change somewhat with the season. For example, this year we had cool, cloudy, and rainy weather throughout the Lilac season. Consequently, the colors were all darker than usual. The character of the soil also sometimes changes the color slightly.

We make our descriptions as clear as we can, but we understand how difficult it is for a purchaser who cannot visit a Lilac field during the blooming season to make his selection. However, we list only good varieties, those that should give much pleasure to those who plant them.

MME. FLORENT STEPMAN. S. Tall, upright grower, light, clean foliage; long, large, extremely rich panicles. Pure white with large, beautiful florets. It is exceedingly fine. The panicles are so large, of such beautiful form, and so rich in color, we know you will like it for a fine single white. 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50

MME. LEMOINE. D. One of the best of the older whites; a snow-white without tinge of cream. Foliage dark green. A free blooming variety. 2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00

MONGE. S. One of the newer varieties which seems to deserve the name of the best red Lilac. Plant habit good. A rather dwarf grower. Panicles very broad at base developing into a very nice cone. Color a brilliant deep rich red which holds unusually long in the sun. This is the brightest red Lilac. Not red-purple, but really red. If one likes red this is the Lilac. Sold only in collection on color page 12. 2 to 3 ft., \$5.00

MONT BLANC. S. This beautiful Lilac is one of the very best of the single whites. The plant is compact and shapely in growth, with clean foliage. The panicles are large, rather compact and of beautiful form. The florets are immense in size. Color a creamy white. 2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50

MONTAIGNE. D. Those who like large blooms will find in Montaigne a flower to their heart's desire. The bush is very tall and upright. The blooms carried at the top of the stems are simply amazing. From memory, we would describe the color as a soft, almost uniform creamy pink, with just a faint suggestion of rose. A strong grower. 2 to 3 ft., \$3.00; 3 to 4 ft., \$4.00

MRS. EDWARD HARDING. D. When this variety becomes established, it produces large blooms filled with unsymmetrical florets of a rich claret color mixed with pink. The color holds reasonably well but as the panicles begin to fade, the blossom still retains lighter shades of equal beauty. The plant is of medium height and when it acquires some age it becomes a superb variety. 2 to 3 ft., \$2.50



Own root French Lilacs as grown on our grounds at Faribault.
Stock such as this goes into this spring's orders.

Our Lilac Display

If you wish to see one of the finest displays of French Lilacs in the country, come to our nursery the last two weeks in May. You will see panicles of French Lilacs that actually measure 13 inches in length. Our Persian Hedge is well worth driving many miles to see. Our grounds are always open to visitors. At this same time you will also see hundreds of varieties of Iris in full bloom.

Many people bring their cameras and take pictures of our Lilacs in their natural colors. Always bring a pair of old shoes along.

A Letter Received from Roy S. Leighton, Edmonds, Wash., on January 2, 1943

First, I want to tell you what comprises our private Lilac collection and how it came about. About fourteen years ago when I was having some dental work done, I saw a vase filled with the most gorgeous Lilac blooms I had ever seen. Nothing like the usual common Lilacs for size of floret or color. The vase contained many whites in both singles and doubles. Also what appeared to be ivory and buds slightly tinted in pastel green. Then there were beautiful blues and dark reds that I had never seen before. In my exclaiming and carrying on, the dentist in the adjoining office came in and proudly told me they were French Hybrids and something new. Well, I had always been interested in plant life and I immediately realized that I was about to try French Hybrids. At this time we had acquired three acres in the country and were in the process of clearing and laying out future landscaping effects. Fortunately my wife is just about as interested in flowers and plant life as I, so immediately I tried to describe the amazing blooms of the French Lilacs I had seen. Inquiring from the dentist where I could obtain these Lilacs, he gave me the names of several growers including yours. That summer orders were sent to your firm and another firm sending out grafted stock only. All were planted together to form a semi-circular hedge in our landscape effect. You can imagine how hopeful I was for the blooms like those I saw in the office. To my surprise all came into bloom the second year after planting in a very satisfactory manner.

Each year after that they gave better results until they were established, which took approximately ten years. All were thrifty plants with the exception of some of the grafted plants which just couldn't seem to make growth. I have since found it necessary to remove these bushes from our planting and replace with own-rooted stock. Knowing of the splendid stock received from your firm and the marvelous growth and abundance of bloom, I decided to purchase all of my future requirements from your firm.

Our thrill has been just as great each year since new varieties, in new colors and type of bloom, show their excellence to us and our host of flower-loving friends. I can never express the satisfaction I receive each year in hearing the "Ohs" and "Ahs" from the many people who visit our planting each year. This is the same reaction I had received some fourteen years ago. To my amazement this superb flowering shrub in its much improved French Hybrid form is still very little grown—especially in the Pacific Northwest. I had read that to grow this shrub well one must have very cold winters. What should be said is that this fine shrub does well even in very cold climates. Here where our winters are not severe one may expect them to come into bloom by the middle of April and continuing until the end of May and longer if species are planted.

Our admiration has grown so very much for Lilacs that we now probably have the largest planting in the Pacific Northwest, comprising one hundred and sixty-nine named varieties and species hybrids. We have developed many interesting effects in their adaptation to hedge, mass and individual specimen planting.

We now have in our collection all the varieties that I believe you offer and are waiting patiently for some varieties that are hard to get on their own roots, to be offered for sale by you. To those flower lovers who would like to see our collection of fine Lilacs, we extend a cordial invitation during their blooming season in April and May.



Katharine Havemeyer



Brand's Beauty Lilac Collection

Monge

Red - White - Blue - Pink

MONGE. The reddest red.

MISS ELLEN WILLMOTT. The whitest white.

PRESIDENT LINCOLN. The bluest blue.

LUCIE BALTET. The pinkest pink.

Four Fine Varieties in Four Distinct Colors

A Catalog Value of \$20.00

for **\$18.00**

It takes us from 4 to 5 years to produce a 2 to 3 foot "own root" Lilac. Growing Lilacs requires a great deal of labor and for the past 4 years we have been very short of help. For this reason we do not have a big stock and those who order late may not be able to get their first choice.

Miss Ellen
Willmott

Pres.
Lincoln

MOST BEAUTIFUL LILACS

THE CREAM OF THE WORLD'S FINEST

*All on Their
Own Root*

Katharine Havemeyer

*Select from This List
and we know your choice will
not disappoint you*

Read our descriptions of these varieties. Decide on the colors you wish for your particular garden. Then make your selection from the following varieties, selecting not more than one of a kind.

Capt. Baltet
Decaisne
Katharine Havemeyer
Mme. Antoine Buchner
Mme. Florent Stepman
Milton

Montaigne
Olivier de Serres
Ruhm von Horstenstein
Stadt. Rothplex
Thunberg
Violetta

Make Up Your Own Collection

2 to 3 ft.

6 (1 of a kind) for \$18.00

All 12 (1 of each) for 35.00

Size of Lilacs

The size of a Lilac we offer in the fall depends entirely upon what kind of a growing season we have during the summer. Our fall catalog is written during the later winter months, long before we know what our growing season will be like. If the season is a good one, with plenty of moisture, then our Lilacs in the fall will run about half and half, 2 to 3 ft. and 3 to 4 ft. If the season is a poor one, there will be very few over 2 to 3 ft. and in this case, our 3 to 4 ft. prices will represent our selected 2 to 3 ft. plants.

Mme. Florent
Stepman

SPECIAL OFFER

One each of the 3 fine
Lilacs in color on this
page.

In a 2 to 3 ft. size.

Reg. price \$9.00,

for \$8.00

In a 3 to 4 ft. size.

Reg. price \$12.00,

for \$10.00

Stadtgartner
Rothplex



How to Plant a Tree or Shrub

THIS ALSO APPLIES TO LILACS

There is altogether too much loss experienced in the planting of nursery stock. The most of this loss is due to improper planting methods. If these directions are followed closely, there should be very, very little loss.

First dig a hole large enough and deep enough so that the roots of the tree or shrub can extend in all directions in their natural shape without twisting or bending, and deep enough so that the plant will be at least 2 inches deeper when planted than it stood in the nursery row. In case of a Lilac it may be 4 to 6 inches deeper without injury to the plant. Now **sift in moist pulverized dirt** among the roots, working it carefully in so that no openings are left about the roots. Continue this until the roots are all covered with moist dirt and the hole is at least two-thirds full. Now here comes the important point in planting. Get right in the hole about the plant and **tramp the dirt solid about the roots with your full weight on the heel of the shoe**. Tramp the dirt down until it is perfectly solid, then fill the hole with water and let it seep entirely away. Then draw in moist pulverized dirt until the hole is full and tamp this down gently. Then keep the top soil about the plant cultivated at least once a week through the growing season.

Why Lilacs May Fail to Bloom

We are asked a number of times during the course of the year, "Why do my Lilacs fail to bloom?"

It is impossible to answer this question satisfactorily by letter. There are a number of reasons why Lilacs fail to bloom. We cannot tell which special reason is applicable in each individual case. We are giving a number of causes in this catalog and leaving you to decide which of these fit your individual problem.

We have no difficulty here at the nursery. Our plants are loaded with flowers each year and if your plants are not giving satisfactory bloom, some one of the following causes must be responsible.

1. Your plants may not have been handled carefully enough when you made your planting. The roots may have been exposed to the air and some of the vitality of the plant weakened. A bundle of Lilacs comes to you and this bundle is often opened up and the plants separated and looked over. Then they are laid out in the sun or shade while the holes for them are dug and the planting goes on. The plants grow but they received a setback from this exposure of the roots and it often takes 2 or 3 years to overcome this mistreatment.

2. It may be the roots were not spread out carefully and soil packed tightly about them at planting time. The roots may have become jammed in a cramped and twisted mass in the hole, and growth stunted. In filling in the hole dry dirt may have been pulled in over the roots and so reduced the vitality of the plant as to check its right growth for several years.

3. The young plant may be planted so close to trees or larger shrubs as to rob it of much of its vitality.

4. It may be in too much shade or in dry gravelly soil. Lilacs like a rich heavy soil but not a wet acid soil.

5. It may be your plants are making altogether too much growth and that such growth needs checking. Or they may have formed a great mass of heavy branches from the ground with a tremendous branchy top growth and have reached a point where they have stopped going forward and produce no bloom. If your plants are making a very rapid growth, sending out long new shoots with no bloom, go through your plants about the middle of **June** and trim out about one-half of the new growths back to the old wood. This will have a tendency to cause blooming buds to set on the balance of the new growth for the next year. If your bushes have a great many branches from the ground and many short top branches go through your plants in **March** in the north or earlier in the south (before the sap starts) and cut out about one-half of the old branches to the ground. This will cause a new growth which no doubt will bring the plant into heavy blooming.

Now any of the foregoing causes might be the reason your Lilacs are not blooming. You are in a position to analyze your difficulty much better than we. We have no further information to offer.

A tag giving full directions for the planting and care of your Lilacs is attached to every order of Lilacs that leaves our packing department. Watch for this card. Read it carefully before you open your package and then follow directions. Keep this card in your files and consult it if you need our advice.

OLIVIER DE SERRES. D. A clear, clean, uniform light blue with unopened buds a deep violet. The bush is tall and a good grower. The large double florets are packed closely on the stem. Panicles are very large and the general effect of the plant when in full bloom is simply amazing. To see this variety at its very best wait until your plant is well established. We class it as a Lilac of the very highest quality.
2 to 3 ft., \$4.00; 3 to 4 ft., \$5.00

PRESIDENT LINCOLN. S. A new single blue Lilac that is now showing up very fine. It is an American Lilac by Dunbar and is a rich clear blue. This is the blue Lilac which stood out so conspicuously in the great Lilac collection of Col. Plum as a real advance in blue Lilacs. A real blue.
2 to 3 ft., \$5.00

PRESIDENT LOUBET. D. Red. One of the very choicest. Medium height plant. Panicles appear rather small just as the florets begin to open but they slowly develop as the florets continue to open until they become immense. A bright red in the bud stage, but showing considerable white on the inner edge of the opened petal.
2 to 3 ft., \$3.00; 3 to 4 ft., \$3.50

PRESIDENT POINCARE. D. Very thrifty plant, grows into a large, heavy-limbed bush. Panicles large to very large, globular, made up of many lobes. Petals very large, purplish red on outside, turning to lavender-blue as they open. An immense and impressive bloom. Magnificent fits this variety nicely.
2 to 3 ft., \$2.00; 3 to 4 ft., \$2.50

PRESIDENT VIGER. D. A tall, upright, shapely growing Lilac with long, rather narrow, cone-shaped panicles held erect on the bush. Color purple tipped deep pink in the bud, fading to a soft mauve.
2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00

REAUMUR. S. Each year we are more impressed with the beauty of this variety. The panicles are of the greatest size as the truss is made up of several smaller ones all worked together so as to appear as one great truss. Color a subdued rose-red. It keeps its color a long time and is a superb variety. This is one of the greatest of the Lilacs.
2 to 3 ft., \$4.00

RHUM VON HORSTENSTEIN. S. A Lilac that produces blooms of the greatest size even on small bushes set out but two years. It is an even toned light red-purple. One of those self colors everyone likes. People marvel at the immense blooms of this variety on bushes not more than 4 feet high. Bloom so profuse some years as to almost hide the foliage.
2 to 3 ft., \$3.00; 3 to 4 ft., \$4.00

SOUV. DE LUDWIG SPAETH. S. Although this is one of the oldest of the improved varieties, it is a red that has many good qualities and few bad ones. The color is an intense rich purple-red. It holds its color well in the sun. The bush is tall, thrifty, and a profuse bloomer.
2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00

STADTGARTNER ROTHPLETZ. D. An upright growing shrub with long, cone-shaped panicles. A rich red-purple. Until recently Charles Joly has been our only good double red. We have in Stadtgartner Rothplez another fine red, giving bloom later than Charles Joly.
2 to 3 ft., \$3.00; 3 to 4 ft., \$3.50

THUNBERG. D. Very large, long, slender spikes, generally two to the panicle. Buds and reverse of florets a violet-mauve with a reddish appearance from a distance. Florets are large; open a light lilac, twisting and turning as they open, so that the color of the bud is intermingled with that of the inside of the petals, making a very striking Lilac. Late.
2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50; 4 to 5 ft., \$5.00

VESTALE. S. One of the best and most graceful of all the single whites. Trusses very large at base tapering gracefully to a point, making a true cone. Pure rich white. Will satisfy the most exacting.
2 to 3 ft., \$2.50; 3 to 4 ft., \$3.50

VIOLETTA. D. A deep violet-blue—a very unusual color combination. Panicles are open and the individual florets large and of great substance. Our stock is always limited and we can supply early orders only.
Strong 2 to 3 ft., \$5.00

VOLCAN. S. A true deep red-purple. Panicles which are very long, large, and shapely, come up well above the foliage. These panicles look rather open in the bud stage but as the florets develop they open into attractive panicles. It is the latest of all the red-purples.
2 to 3 ft., \$1.50; 3 to 4 ft., \$2.00



Prolong Your Lilac Blooming Season by Planting **SOME OF THE HYBRID LILACS**

ALL VERY FINE NONE DISAPPOINTING

A great deal of interest has been created of late by a line of new hybrid Lilacs coming to us from Canada, largely the work of Miss Preston of Ottawa. These hybrid Lilacs are proving very desirable here in Minnesota. They are hybrids of *Villosa* and *Josikaea*, and like their parents they all come into bloom after the French Lilacs are through blooming.

We have some 15 different varieties and have found them all good. They are somewhat similar and we have not decided as yet which are the best. We like them all and their slight variations add to their interest. They all grow into large open branching bushes with large heavy leaves like *Villosa*.

We are discarding *Villosa* as these hybrids are far superior. The panicles are plumelike and the colors all run in lavenders and pinks. We are not describing the different varieties as we failed to do so at blooming time and the similarity is so great that any one of them will please you. There should be three or four varieties in every large collection as they vary in their blooming dates.

We are also offering with them the species Lilac **Reflexa**, which everyone should have and the well known older hybrid **Henri Lutece**.

ALICE. One of the famous new *Prestoniae* hybrids that are now causing such a stir in the Lilac world. A first cross between the Lilacs *Villosa* X *Reflexa*. This Lilac carries the good bush habit of its *Villosa* parent with much the beautiful color of *Reflexa*.

2 to 3 ft., \$2.50; 3 to 4 ft., \$3.00

CONSTANCE. Another splendid new hybrid Lilac that we have bloomed here for several years and which we like very much. Grows into a large bush with large very striking foliage. Bush literally covered with large plummy panicles of a rose-pink color running into light purple.

2 to 3 ft., \$2.50; 3 to 4 ft., \$3.00

HENRI LUTECE. S. A hybrid between S. *Villosa* and S. *Josikaea*, with a round, shapely bush about midway in size between the two parents. The blooms are large, open, plumelike in appearance, held erect and of beautiful light violet in color. Has the heavy foliage of *Josikaea*. A fine ornamental shrub coming into bloom about a week after the French Lilac. This variety deserves a place in all Lilac plantings. One who has never seen one of these hybrid Lilacs cannot imagine how beautiful they are and how different from other Lilacs.

2 to 3 ft., \$2.50; 3 to 4 ft., \$3.00

LUCETTA. Another of the *Villosa* hybrids, having much the same foliage and bush habits as *Viola*. Both of these varieties are desirable. They come into bloom after the French Lilacs are all gone, prolonging the Lilac season by at least 10 days. These hybrids have much prettier bush habit than does the *Villosa* parent. *Lucetta* is a much deeper pink than *Viola*.

2 to 3 ft., \$2.50; 3 to 4 ft., \$3.00

REFLEXA. S. This Lilac always creates a sensation among our visitors when they see it. *Reflexa* is a species entirely distinct from any other Lilac. The bush resembles *Villosa* in growth and foliage. Grows 10 to 12 feet tall, with long, slender, drooping clusters of soft pink flowers of varying shades, which open in June. Distinct in that the blooms always droop from the end of the limbs. The most beautiful of all the Lilac species.

2 to 3 ft., \$5.00

REGAN. Not quite as open growing a bush as *Viola* but otherwise resembling it very much. The bloom is large, open, branching and very feathery and graceful. Comes into bloom a day or two after *Viola*. A deep pink to purple.

2 to 3 ft., \$2.50; 3 to 4 ft., \$3.00

VIOLA. This Lilac was sent to us some 10 years ago from Canada. A hybrid between *Vulgaris* and *Villosa*. The bush resembles *Villosa* but is a trifle more open in growth with cleaner foliage. It is a real addition to our list of shrubs. The blooms come in long racemes held erect at first and then gracefully drooping as the petals open. The flowers are a bright pink in bud opening to a rich cream in the center which makes a very striking and beautiful contrast with the deep pink on the reverse.

2 to 3 ft., \$3.00; 3 to 4 ft., \$5.00

Same Discount Applies to These as to Our French Varieties



Above the Hopa is shown grown in bush form. If trimmed slightly, they will develop tree form. For the lawn, we prefer tree form.

ALL ORNAMENTAL SOME COMMERCIAL FRUIT BEARING BEAUTY



The above illustration will give one a very good idea of the habit of growth of the Beauty Crab. Notice the branches come out but a short distance, turn sharply and grow upright, almost parallel with the trunk of the tree.

Many people are looking for just such a Crab as Beauty Crab. The tree is the most upright growing Apple or Crab tree we know. We have a specimen in our private garden that stands about 18 feet high with a limb spread of not more than 7 feet. In growth it resembles the Lombardy or Bolleana Poplar and will fit into a planting where either of these trees would. It is a tree one would like to plant against the corner of a house or as a sentinel or accent tree along the back line of the yard. Besides being a pretty tree, it bears great quantities of brilliant deep red Crabs an inch in diameter, which are beautiful on the tree and also make wonderful sauce.

Benton, Wash., Jan. 18, 1944.

"Have greatly enjoyed the Flowering Crabs we purchased from you and wish to state that they have the most delicious flavor I ever tasted. I notice you state that Hopa is a flowering variety only. The little Crabs are very bitter when eaten raw but when made into jam they taste and look exactly like Cranberries. They are of the best of the Crabs, for you would hardly know it wasn't Cranberry."

MRS. F. B. E.

West Allis, Wis.,

April 6, 1943.

"One of your Dolgo Crab trees was the object of much admiration around here last year when in fruit. That was something worth looking at."

MRS. H. W. C.

SPECIAL OFFER OF Flowering Crabs

One each of Beauty, Dolgo, Hopa, and Red Silver.

4 Fine 4 to 5 ft. for \$4.75

5 to 6 ft. for 5.50

6 to 7 ft. for 8.00

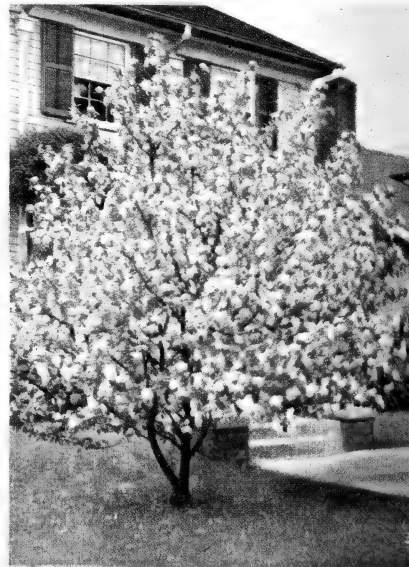
EXPRESS
COLLECT

Flowering

HOPA FLOWERING CRAB

From a purely ornamental standpoint the Hopa is without doubt the most beautiful pink Flowering Crab that can be grown in the North. It is perfectly hardy anywhere in our state. It develops into a beautiful, graceful, medium sized tree that is an ornament anywhere it may be placed. The bark is a rich dark blackish red. The buds and foliage are a noticeable reddish purple, and the tree, when in bloom, is covered with large single, deep rose-colored blossoms which continue long on the tree, to be followed by quantities of small reddish fleshed, attractive fruit which makes a good jelly.

The Beauty, Dolgo, and Hopa are all in bloom at practically the same time, with the Red Silver bursting into bloom just as the others are starting to pass.



Hopa in Tree Form

Prices of All Flowering Crabs

Beauty, Dolgo, Hopa,
Red Silver

4 to 5 ft., each . . . \$1.25

5 to 6 ft., each . . . 1.50

6 to 7 ft., each . . . 2.00

EXPRESS COLLECT

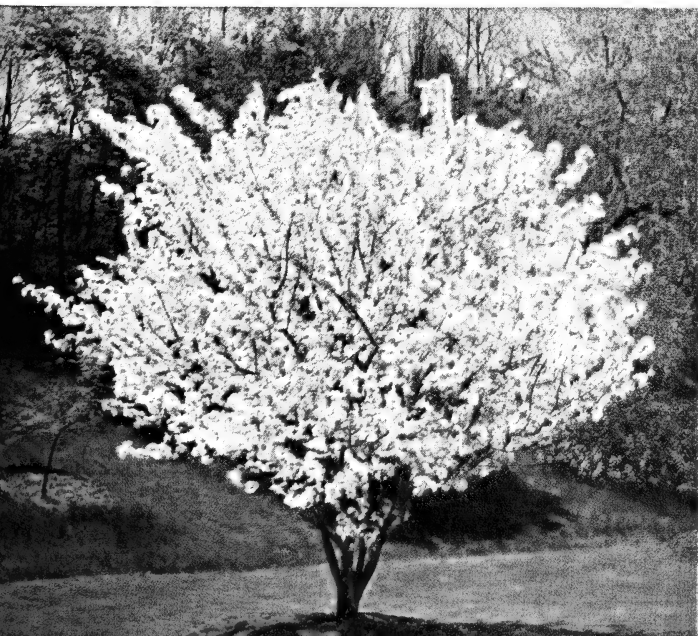
Crabs

RED SILVER CRAB

A remarkable new lawn tree, red from top to bottom in bark, tree, and leaf. The silver refers to the delicate silver on the under side of the leaves. This blending of a beautiful dull maroon-red and silver makes a remarkable combination throughout the season. The somewhat cut-leaf character of the leaves adds to the striking beauty of this unique tree. The leaves fade but slightly during the heat of the summer. Not only is the tree red, but the blossoms are the reddest of any we have ever seen on a Flowering Crab. The buds are red, a rich dark red, and the blossoms when they open, are just as red as the buds. Most so-called red Flowering Crabs are really pink, but **Red Silver** is really red. The tree is very hardy here with us and, in our opinion, is the best by far of all the red Flowering Crabs. Purely ornamental. People who live in a severe climate such as ours simply marvel when they see for the first time the Red Silver Crab in full bloom.

**All are Beautiful
Ornamental Lawn
Trees**

DOLGO IN FLOWER



The DOLGO Crab

The Dolgo is known as the great dual purpose Crab. The trees, which seldom grow over 12 feet high, are very shapely and neat in appearance and develop into a beautiful small lawn tree. It is extremely hardy and after it has attained its growth will last for many years. In the spring it is one solid mass of large white blooms, which are followed by a great crop of Crab Apples. These Crabs are a brilliant red about an inch in diameter and an inch and a half long. The fruit is so brilliant in color and so abundant on the tree that it makes a wonderful ornamental sight. The fruit makes up into jelly of the finest flavor and a beautiful red color. This Crab is not grown for

its ornamental qualities alone but is grown commercially for the fruit, which readily sells at a big price. One of our customers from Washington, D. C., writes us: "The Dolgo, when in fruit, is the most beautiful thing I ever saw in the line of a Flowering Crab." The Dolgo is now being planted in northern orchards for the fruit, which sells for high prices.

Size of Crab Trees

Take it on an average the Dolgo, Hopa, and Eleyt attain a final spread of 12 feet and a height of 12 to 14 feet; Beauty a spread of 9 feet and a height of 14 feet; Red Silver spread 9 feet and height 10 to 12 feet; Flame a spread of 9 feet, height 10 feet; Red River a spread of 12 to 14 feet, with a final height of 14 feet.

Crab Jelly

The Beauty, Dolgo, and Flame make wonderfully fine jelly, each with a distinctly different flavor. Mix equal parts of juice and sugar, and make as you would any other jelly. This combination alone will jelly nicely.

DOLGO IN FRUIT



PLEASE READ OUR INSTRUCTIONS FOR *Planting Peonies*



If you are ready to plant your Peonies when they arrive, wash off all packing material and drop the roots into water. Just before planting, remove the labels so the wire will not cut the roots. Dig a hole 2 feet in diameter and from 1 to 1½ feet deep. Place the Peony root in the hole so the eyes on the root are 2 inches below the level of the ground. It may be necessary to place more soil back into the hole in order not to have the eyes more than 2 inches below the level of the ground. Be sure the soil is tramped down well so it will not settle any more. Hold the division erect in the center of the hole with one hand, with the other draw in the soil and pack it firmly about the root so that just the eyes show. Give the root a pail of water and then fill in the balance of the hole and firm the soil tightly. Just as soon as the Peony appears above the ground, begin to cultivate at least twice each week until August 1st. By keeping the soil loose during the first growing season, there should be no loss.

1. When Will Brand Peony Roots Bloom?

Brand Divisions will produce blooms next spring if roots are planted early this fall. If our divisions are planted in the spring they will give some bloom the same season.

2. Why Do Some Plants Fail to Bloom?

A. They may be planted too deep. If they are planted too deep, the buds turn brown and do not mature. Your plant will produce many stems that are thin and weak.

B. You may not be cultivating them thoroughly. Plants should be cultivated each week from the time the red shoots appear above ground in the spring until after the blooming season. Then they should be cultivated several times before the first of September.

C. They may be planted where they receive too much shade. Peonies should be planted in the open where they get sunshine at least half the day.

D. They may be near large trees and shrubs which deprive them of sufficient nourishment.

3. How Deep Should They Be Planted to Give Best Results?

The buds on the crown of the plant should be two inches below the surface of the soil. In setting the root, be sure the soil in the bottom of the hole has been well tamped down so the plant will not sink below this level.

4. When Should the Tops Be Cut Off?

Cut the foliage from your plants between August 15th and September 15th. Then remove these stalks and burn them.

5. How Often Should Peonies Be Fertilized?

Use well-rotted manure once in 3 years around your plants. Place this on in the fall.

6. What Harm Do Ants Do?

None. They are after the sweet juice on the buds. A spray with water will remove this juice.

SIZE OF ROOT

It is unfortunate that Peonies have to be sold at a certain price per root. Unless due discretion is used as to the size, kind, and quality of the root, the price alone means nothing.

We have standardized a type and quality of root now generally known to the Peony world as "A Brand Division." Our Brand Divisions have a large, well-balanced root system and each one carries three, five, or more eyes.

PRICE PER ROOT

Only a large, clean division, handled by specialized labor, can qualify as "A Brand Division." This is why no Peony in our list is priced singly for less than \$1.00. A root that can be produced and sold for less is not comparable in quality and size to a Brand Division. Figure the cost of your Peonies, not according to the price per root, but according to the size and beauty of bloom—the quality and quantity of yield—then you will find out that no other Peonies cost so little as those which are grown from Brand Divisions.

TRANSPORTATION

We have always been willing to give our personal attention to all of our orders no matter how small they may be. But we do ask our customers to send an additional amount to cover the postage and the extra cost of handling all small orders.

When one Peony root is ordered allow 25 cents for postage and an additional 10 cents for each root until your order amounts to \$5.00. We prepay on all Peony orders amounting to \$5.00 or more in the United States unless otherwise stated.

SUBSTITUTION

Sometimes an order reaches us late in the season after our stock of some varieties is exhausted. If you send in an order and you are not partly or about receiving just the varieties in your list, give us permission to substitute a variety of the same color of equal or better value. As a rule our stock is sufficient to fill our orders just as they are given.

Unsolicited Testimonials from Our Customers

We have many inquiries coming to us from southern customers asking us if the Peony will do well in the South. To answer this question, we are giving you a brief report taken from letters that our customers to whom we have sent Peonies have written us.

Birmingham, Ala.
Of all Peonies I planted, Archie Brand is the finest. It was beautiful.

Noonan, Georgia.
Of all Peonies I have planted this season, Ruth Brand, Mons. Jules Elie, Augustin d'Hour, and Reine Hortense were especially beautiful.

Lindale, Ga.
You might be interested in knowing Martha Bulloch is my best performing Peony, and my two and a half year old plant is enormous with six large buds. Only two blossomed last year, but one took first prize for the best named variety at the Rome, Georgia, Flower Show. Believe you can safely recommend it for the South. Tourangelle and Reine Hortense are my next best. Mary Brand is also good.

FROM KENTUCKY
I had six lovely blooms from a two-year-old Blanche King, three of the flowers being very large and nice.

Augusta, Ga.,
May 25, 1942.
Just a few words to say every Peony bloomed that I received from you this spring and our warm weather had really started, so I think that your Peonies stood the test very well.

GARDEN TALKS Illustrated by colored slides.

We have about 200 colored slides illustrating various varieties of Peonies, Lilacs, Poppies, Flowering Crabs, Lilies, and different perennials. Before gasoline was rationed, we were able to attend Garden Club meetings and show the slides personally. Now we send the slides, together with a written outline, by express to any Garden Club who wishes to use them at a cost of \$5.00. The past year these slides were in almost constant use. They traveled from coast to coast and from reports sent back, we believe they were very much appreciated wherever they were shown. The following is an extract from one letter:

Dodge City, Kansas.
"We had a most delightful meeting of the Garden Club, Monday night, when Mr. L. gave a discussion of Peonies, illustrated with your attractive colored slides. He held his hearers in perfect attention for more than an hour, and the comments after the lecture and over the phone since, were most flattering.
"I must thank you again for the use of your beautiful slides. They enabled us to get off to a good start in the new year."
J. D.

SAVE YOUR CATALOG

Each year we go over our mailing list and take out the names of those who have failed to order for several years. We do this to save expense. However, if you have purchased from us in the past and fail to receive our book and wish a copy, do not hesitate to write us for one.

If you keep our catalog on file, you can always order from it and we shall be glad to make any adjustments if prices change.

Many people who are moving about send for our catalog and are not really interested in making a purchase. If we do not receive an order after sending out our catalog, we drop that name from our files and no further catalogs are sent. Even a dollar order is appreciated. Our catalog is sent from season to season to all those who purchase from us without their asking for it.

Now that paper is rationed we urge you to keep our book on file.



SINGLE AND JAPANESE TYPES

Many of these types come into bloom very early in the season. Prolong your Peony display by planting groups of these artistic varieties in the border. The bright single red, *Laciniata*, will make a bright spot in your garden along with the early Darwin Tulips.

These varieties hold well in wind, rain, and sun and are splendid for house decoration as they have an artistic value different from the double form.

- 8.7 AKASHIGATA** (Japan)
Bright rose guard petals surround a heavy center of filamental petals of bright pink bordered with gold. A Brand Division \$1.00
- 8.5 ALMA** (Shaylor)
A midseason light pink Japanese variety with bright yellow petaloids, tipped gold. Center carpels greenish yellow tipped pink. A Brand Division \$1.00
- 8.0 ALTAR CANDLES** (Pleas)
A Japanese variety with flesh-pink guard petals surrounding a center of narrow petaloids tipped crimson. Floriferous and dependable. A Brand Division \$1.00
- 9.2 AMA-NO-SODE** (Japan)
Probably the finest pink Japanese variety. Large, cup-shaped petals enclose a center of half-transformed staminodes, edged gold and faced pink. Carpels light green, tipped pink. A Brand Division \$2.50
- 8.9 FLANDERS FIELDS** (Brand)
A single of the most brilliant red. Two rows of petals surround a large prominent center of golden stamens. The rich velvety petals have great substance and make a well-formed flower. A long lasting flower that does not fade in the sun. A Brand Division \$2.50
- 8.7 HARRIET OLNEY** (Brand)
This variety is one of the very earliest of our singles to give color to our fields. It opens a deep rose but gradually changes to a soft rose-pink. The plant is medium tall with straight stiff stems which hold the flower well erect. A very fine landscape variety. A Brand Division \$1.00
- 9.0 HELEN** (Thurlow)
This is a very fine early deep shell-pink. A double row of broad rounded petals surrounds a mass of golden stamens. The stems are tall, strong, and erect. If you are looking for a good pink single this variety will please you. A Brand Division \$3.00
- HOGARTH** (G. & K.)
A tall, vigorous plant producing in great numbers very large lavender-pink single flowers of splendid form and substance. The great blooms are held well erect. A very fine single. A Brand Division \$1.00

- 9.0 KRINKLED WHITE** (A. M. Brand)
First noticeable in the bud which resembles the bud of a pale pink Tulip just ready to burst. The bud is comparatively small and beautiful in effect. As it opens, it expands into a large flower with great broad, pure white petals, like crinkled crepe paper. Stems tall, straight, slender but strong; clean light green. Award of Merit, Des Moines National Show. Especially fine for cutting. A Brand Division \$3.00

Fond du Lac, Wis.

"Referring to enclosed order, permit me to comment on your *Krinkled White Peony*. A friend planted one of these last fall and tells me she had fine blooms this year. She brought me one bloom last Friday (June 18th) and it is today an exquisite bloom after five days being cut. Do not recall ever having a *Peony* last as long in the house and in the living room—no especial care except fresh water daily and weather seasonably warm. Hope I can report as favorably another year with the one I am ordering herewith."

MRS. P. B. H.

LACINIATA

Bright scarlet. If you wish a *Peony* that will give you bloom about two weeks earlier than *Officinalis Rubra*, you must have this variety. It comes into bloom a few days earlier than the finely cut-foliaged *Peony*, *Tenuifolia*, but is distinctly different from the Chinese varieties. It is not so hard to propagate as *Tenuifolia*, and we feel that it is just as satisfactory. This is a variety that should be in several places in your border. Plant with red Tulips for a lovely combination. A Brand Division \$1.50; 3 for \$4.00

- 8.4 L'ETINCELANTE** (Dessert)
Dark pink. Very large flowers decidedly cup-shaped; great broad petals of deep bright pink, heavily margined with silver; a large center of bright yellow stamens. A Brand Division \$1.00
- 8.6 LE JOUR** (Shaylor)
The largest single white *Peony*. A pure white with great heavy petals; center an immense tuft of golden stamens. Strong, upright plant holds the great blooms well erect when the side buds have been taken off. This and *Krinkled White* are the two best white singles. Especially notable because of its pure color, fine substance and great size. A Brand Division \$3.00
- LUELLA SHAYLOR** (Shaylor)
A midseason creamy white with large, broad guard petals of pure white enclosing a dome center of petals tinted yellow. General effect a creamy yellow. A Brand Division \$1.50
- 8.5 MADELINE GAUTHIER** (Dessert)
A very large, early midseason, light flesh-pink. The waxy petals surround a center of yellow stamens and yellow green carpels with red base and tips. The plant is medium tall, floriferous, with strong upright stems. A splendid light pink.



L'Étincelante



Krinkled White

UNUSUAL TYPES OF PEONIES

Distinctly different. More artistic for table decoration than the heavier types. Hold up well in rainy weather.

You Will Like Them



Some-Ganoko

SPECIAL OFFER

The three beautiful and artistic Peonies illustrated in color on this page make a wonderful color combination.

The three, if purchased separately, would cost you

\$8.00

We offer them as a collection, postpaid for

\$6.00

[20]

Prairie Afire





SINGLE and JAPANESE TYPES—Continued

9.3 MAN O' WAR

(A. M. Brand)

An exceedingly bright red with a great deal of scarlet in its color. The guard petals enclose a very large center of intensely rich yellow stamens. The stems are strong and erect. When the plant is well established, each stem carries a large flower. The plant is so covered with these large blooms that the foliage is hardly visible. This is a new variety.

A Brand Division \$3.00

8.4 MELLEN KNIGHT

(A. M. Brand)

A bright rich crimson coming into bloom midseason. The plant is tall with strong stems that hold the flowers erect. The petals are long, narrow, and evenly rounded on the edges. A good single red.

A Brand Division \$1.00

8.6 MISCHIEF

(Auten)

A uniform soft pink that blooms late after most single flowers have passed. This variety always attracts a great deal of attention when exhibited at flower shows.

A Brand Division \$1.50

8.6 MRS. MAC

(Franklin)

A splendid Japanese Peony brought out by Mr. Franklin. We have tried it out some ten years and like it exceedingly. Very strong plant, covered with delicate pink typical Japanese blooms, flushed and flecked with deeper tones of pink.

A Brand Division \$1.50

8.9 PRESIDENT LINCOLN (A. M. Brand)

The great red single. Of the many single reds that we have tested out, this is unquestionably the best. A tall variety with strong, stout stems. Flowers large for a single, held straight up. Two rows of brilliant red petals of most perfect form surround a very striking center of rich yellow stamens. Holds its color well in the sun.

A Brand Division \$5.00

At the Rochester Show in the class calling for three blooms of one single variety, this Peony won 1st prize with six entries. In the class calling for a collection of ten or more single varieties, one bloom each, there were seven entries—we took 1st prize in this entry and President Lincoln was one of the varieties of our entry. It was also in the collection that won 2nd prize. And best of all, in the Court of Honor Class, this fine single was awarded "Best Single in the Show."

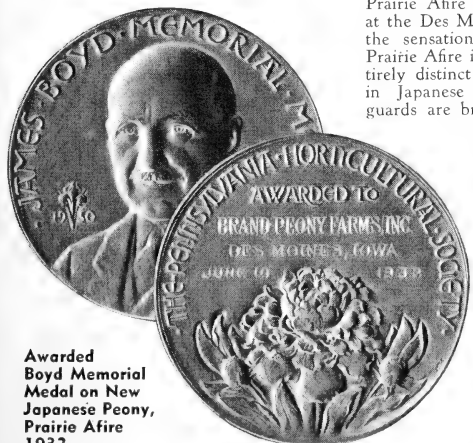


8.8 PRAIRIE AFIRE

(A. M. Brand)

A beautiful new Japanese, first offered by us in 1932. A vase of Prairie Afire exhibited by us at the Des Moines Show was the sensation of the show. Prairie Afire is a new and entirely distinct break in color in Japanese Peonies. The guards are broad and a soft creamy rose with good substance. These surround a great ball of brilliant fiery red staminodes. The flower should be cut in the bud and developed inside when the result is simply marvelous.

A Brand Division \$3.00



Awarded
Boyd Memorial
Medal on New
Japanese Peony,
Prairie Afire
1932

8.7 RASHOEMON

(Japan)

One of the best of the Japanese varieties for landscape planting, because of the clean beautiful appearance of the plant itself. Large blossoms. Color a deep rose-red. Center prominent, cream-yellow.

A Brand Division \$2.00

RED GODDESS

(A. M. Brand)

A medium sized single red with two rows of petals enclosing an intense yellow center. The form of the flower attracts the eye and you are held spellbound by the beauty and the richness of the coloring. An intense, deep, rich velvety crimson. We consider this a real addition to our list of single red Peonies.

A Brand Division \$3.00

8.0 SCHWINDT

(Goos & Koenemann)

An early violet-rose single, shading lighter at the edge of petals. The plant is tall with heavy foliage and stiff stems that produce great clusters of flowers if not disbudded. A decorative garden variety.

A Brand Division \$1.00

9.0 SOME-GANOKO

(Japan)

One of the best of all red Japanese Peonies. The broad, uniformly cupped guard petals enclose a center of crinkled buff staminodes, tinted with rose-red markings. Fragrant. A good plant as well as a fine flower.

A Brand Division \$2.00

9.0 TORO-NO-MAKI

(Japan)

One of the finest of all the white Japanese Peonies. It comes into bloom midseason. A double row of lilac-white guard petals surrounds a center of amber-yellow. A very striking variety in the garden and as a cut flower. An excellent upright grower.

A Brand Division \$3.00

8.0 TORPILLEUR

(Dessert)

A large fine flower, held rigidly erect on long, stiff stems. The guard petals are deep rose-red with center petals of the same color tipped with cream. A splendid variety, distinctly different from all other Japs.

A Brand Division \$1.50

Dell Rapids, S. D.,
May 26, 1942.

"Several years ago I bought the Peony Laciniata from you and it has given such great joy and satisfaction that I am moved to write an article about it and have come to you for further information. I would appreciate any information you may give me in regard to it, and believe there is a need for its exploitation for it seems very rare."

MRS. G. M. J.



President Lincoln

CHOICE DOUBLE VARIETIES

Plant Brand Divisions and You Plant the Best

Don't be governed by prices. A BRAND DIVISION is worth the difference



Baroness Schroeder

8.9 A. G. PERRY

(A. M. Brand)

A rich old ivory, tinted delicate rose-pink, with zones of deeper pink radiating from the center of the flower to the edge of the petals. It comes into bloom early midseason. Plant has fine upright growth habit, medium tall, strong stems and clean foliage. One of our newer Peonies that we know will please the most exacting.

A Brand Division \$3.50

(In the December Peony Bulletin of 1936, G. W. Peyton of Rapidan, Virginia, writes regarding 10 best Peonies that season, "Alluringly attired in robes of softest pink, shading to creamy white, A. G. Perry was easily one of the finest flowers to be found.")

AGNES KENNEDY

(A. M. Brand) 1944

A large, deep, rather loosely built flower of nice form with large broad petals of good substance nicely arranged in roselike form. Color a deep rose with deeper shadings on the outer edge of the petals. The Minnesota Peony Society gave this fine seedling an Award of Merit.

A Brand Division \$5.00

8.7 AUGUSTE DESSERT

(Dessert)

A large midseason rose-red, with large round petals, each edged with a distinct narrow silver border. Plant of medium height and a prolific bloomer. A brilliant light rose-red that is very distinct in color and form and a most desirable sort.

A Brand Division \$2.00

8.7 AVALANCHE

(Crousse)

A choice creamy white coming into bloom late in the season. The flower is large and compact, with a collar of creamy white petals surrounding a center of delicately tinted lilac-white petals occasionally edged carmine. A choice cut flower and also a fine show flower.

A Brand Division \$1.00

9.0 BARONESS SCHROEDER

(Kelway)

This is considered one of the finest white Peonies grown. When the last symposium was taken, this variety received a rating of 9.0 after 79 people had voted. When the buds first open, they are a delicate blush, but the flower soon fades to a milky white. This is a variety that should be found in every collection. It comes into bloom late, after most of the white Peonies are gone.

A Brand Division \$1.50

8.9 BLANCHE KING

(A. M. Brand)

Peony lovers have been constantly searching for a good deep, late pink. We have now found this flower in Blanche King. This new variety is of wonderful size, symmetrical, and of true rose type. It is a glowing deep pink that holds its color in the field and also develops into a wonderful show flower. This variety was first exhibited at the National Peony Show held in London, Ont., Canada, in 1922. Here it received an award of merit and attracted a great deal of attention. At the late St. Paul Show it was awarded the prize for the best flower at the show and also won first in a class of twenty best dark pinks. One of the latest to bloom.

A Brand Division \$5.00

8.4 CHESTINE GOWDY

(Brand)

A striking variegated cone-shaped pink. The broad outer petals are silvery pink. These enclose a zone of fine, irregularly shaped closely set petals, of deep rich cream, which in turn surround a prominent cone of broad pink petals, splashed and tipped with crimson. This is a late variety with delicate fragrance.

A Brand Division \$1.00

8.6 CHERRY HILL

(Thurlow)

A very tall growing semi-double bright dark early red. Splendid as a landscape variety. The color is a deep garnet, with a sheen so rich that the variety is very noticeable among all other reds. For best effects this variety should not be disbudded. Awarded a silver medal by the Massachusetts Horticultural Society.

A Brand Division \$1.00

9.1 CORNELIA SHAYLOR

(Shaylor)

A very late light pink that gradually fades to an almost pure white with a greenish tint at the base of the petals. The plant is strong with tall stems that carry the flowers erect. Although a late variety it opens well and we consider this in a class with Georgiana Shaylor.

A Brand Division \$2.00

C. W. BUNN

(A. M. Brand)

A deep rich delicate flesh-colored flower of great size which comes on in late midseason. The blooms are true rose type, built up of great, broad, heavy, roselike petals forming a most perfectly shaped flower. Named for the late Mr. C. W. Bunn. Mr. Bunn was Vice President and head of the legal department of the Northern Pacific R. R. for many years. He resided in St. Paul with his summer home on the island in nearby White Bear Lake. It was here on the island that he grew in perfection the two flowers he loved best, Peonies and French Lilacs. He was a great showman and his Peonies for many years led the St. Paul and Minneapolis shows. But it was with the Lilac that Mr. Bunn was a master hand. His Lilacs were surpassed by none in the entire United States.

A Brand Division \$5.00

When one Peony root is ordered allow 25 cents for postage and an additional 10 cents for each root until your order amounts to \$5.00. We prepay on all Peony orders amounting to \$5.00 or more in the United States.

8.4 DAVID HARUM

(Brand)

A soft Tyrian rose without stamens. The flowers are very large with prominent guard petals surrounding a great ball of closely packed petals of the same shade. An upright growing plant with very strong stems that hold their large blooms erect. This is an excellent garden variety and also a good show flower. Another Peony of beautiful form.

A Brand Division \$1.00

DOROTHY J

(Jones)

A beautiful new Peony that was displayed at the National Show at Rochester, Minn., in 1940, where it was awarded the Society's Silver Medal. It is a large, deeply built globular flower with quite prominent guard petals which give it wonderful form. It is not so closely built that it appears heavy. A beautiful soft even shade of delicate lavender-pink. We believe this is one of the coming flowers.

A Brand Division \$15.00

DR. JOHN L. CRENSHAW

(A. M. Brand)

Another fine red coming into flower with the late varieties. When Baroness Schroeder is just passing its prime this variety is at its best. This is a bright crimson-red unlike in color either Longfellow or Mary Brand. When the buds just begin to open, they might pass for a rich red Rose. The three or four outer rows of petals are very large, broad, and symmetrically arranged. This flower has been admired in our seedling fields for the past ten years. The plant is of medium height, stems strong and erect, foliage narrow and dark green. The blossom develops into fine size for a red. Blooms at same time as Philippe Rivoire.

A Brand Division \$5.00

We prepay orders for Peonies amounting to \$5.00 or more. Please send 25c for postage on a smaller order.

Dorothy J

9.0 DR. L. W. POLLOCK

(A. M. Brand)

Here is a fine pink Peony, in color unlike any other we grow. It is a rich Tyrian rose and comes into bloom late in the season. This flower is as distinct in color among the late pinks as is Walter Faxon among the early pinks. The plant is of medium height, very thrifty, has light green foliage, and good strong stems. A fine garden flower, also a good show flower. Stock still scarce.

A Brand Division \$7.50

8.1 DUCHESSE DE NEMOURS

(Colot)

Creamy white. An early almost pure white with shadings of green at the base of the petals. A good flower. Plant medium tall; stems strong and erect; excellent foliage. Dependable and profuse bloomer.

A Brand Division \$1.00

9.1 E. C. SHAW

(Thurlow)

A large, cup-shaped, shell-pink borne on strong stems. Outer petals are broad, rounded, with carmine tracings; inner petals graduate smaller and shorter to the center. Highly impressed as we are with all of Thurlow's seedlings which we have grown and admired, this variety is now our favorite. First we thought President Wilson to be the finest of the lot; yet now after years of comparison, we have shifted our preference to E. C. Shaw.

A Brand Division \$1.50

7.6 EDULIS SUPERBA

(Lemon)

This is the first good early deep pink. It sometimes opens for Decoration Day with us in Minnesota. The flowers are large, borne profusely on tall, strong stems. A loose, crown type flower, of a beautiful deep pink. One of the greatest of all cut flowers in its color and season. The flower deserves a much higher rating and should be planted because of its earliness and general good qualities.

A Brand Division \$1.00

9.0 ELLA CHRISTIANSEN

(A. M. Brand)

Although not so deep a pink as Blanche King, Ella Christiansen is so distinct from the delicate pinks in coloring as to be a real acquisition. The flower is exceedingly large, both on the plant in the field and when handled as a cut flower. Petals are long, narrow, and heavily serrated on the edges. The flower first opens cup-shaped, then flat. Irresistibly appealing—Ella Christiansen receives the unbounded praise of every visitor. We like it better every year.

A Brand Division \$3.00

EVANGELINE NEWHALL

(A. M. Brand)

A very late large light pink. The petals are very long and the edges are both scalloped and ruffled. The flower has variations of deeper pink running throughout the petals. The variety is semi-rose in type. This is a comparatively new variety that we introduced in 1936. We consider it a very fine Peony.

A Brand Division \$2.50

Spokane, Washington.

"In Peony time, our yard is truly a show place. Hansina Brand is my favorite, I think, as it never fails to be a thing of beauty, and it seems to be singled out by everyone that visits our yard and they all ask its name. It has some beauties to compete with such as Mrs. Frank Beach, Hazel Kinney, Blanche King, and Myrtle Gentry, but I still think it's tops."

MRS. R. J. A.

Join the American Peony Society

Every Peony lover should join the American Peony Society. Each member receives about four valuable booklets on the Peony each year. These bulletins contain valuable and interesting information. Articles are written by Peony enthusiasts from all sections of the country. A complete report of each National Peony Show is given in one of these numbers. You will keep up to date on the progress of the Peony by becoming a member.

Membership is \$3.00 per year. You may add this amount to any order you send to us and we will take care of your membership. The American Peony Manual is a book of about 300 pages. The price of this manual has now been reduced to \$1.65. If you had this book in your library, we do not believe you would part with it for \$5.00. If you send us \$1.65, we will see that a manual is sent to you promptly postpaid.



David Harum

Prize



Auguste Dessert—Midseason



Mary Brand—Midseason



Hazel Kinney—Late midseason

Peonies



Le Cygne—Early
The highest rated of all Peonies regardless of color. A consistent prize winner.



Ella Christiansen—Late midseason

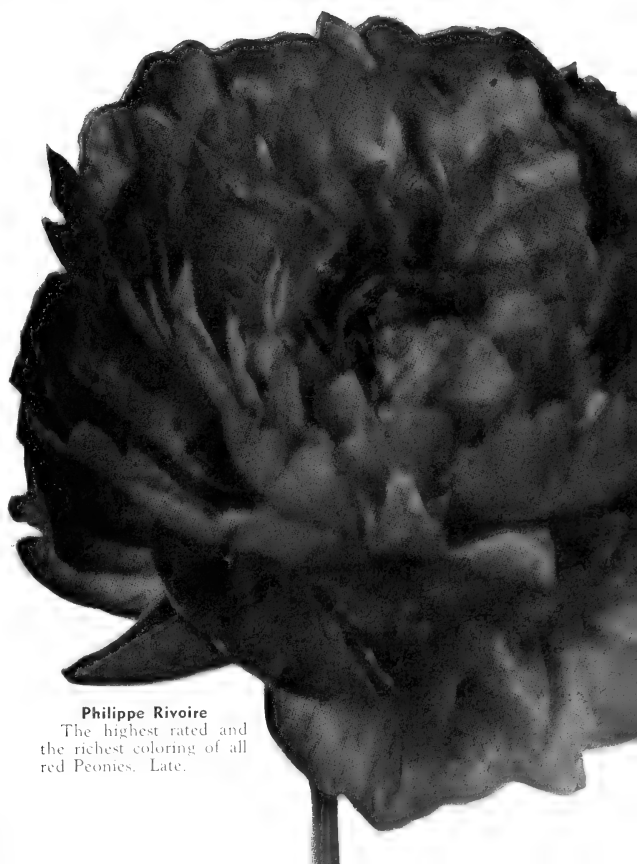
This Collection of **7 PRIZE-WINNING PEONIES**

may be purchased separately, but we offer them as a collection.

All 7 in large Brand Divisions—a total value of \$14.50, \$12⁰⁰ postpaid for



LaVerne Christman—Late midseason



Philippe Rivoire
The highest rated and the richest coloring of all red Peonies. Late.



Hazel Kinney

7.7 FANNY CROSBY (Brand)
An early yellow Peony with pink guard petals that is growing in favor more each year as it becomes better known. The plant is strong, thrifty, and very floriferous. The side buds come into bloom with the main flower and if left on the plant they make a wonderful showing. A Brand Division \$1.50

8.4 FELIX CROUSSE (Crousse)
A deep rose-red showing no stamens. Consists of a central bomb of incurved petals surrounded by broad, prominent guard petals. A good all-purpose late red, the same type as the early red, Richard Carvel. A Brand Division \$1.00

9.3 FESTIVA MAXIMA (Miellez)
An early true rose-type white with broad guard petals surrounding a compact inner mass of rich white petals flecked crimson. This is a good early garden variety to use for cut flowers, but as a rule, comes too early for a show flower. A Brand Division \$1.00

FIREBALL (A. M. Brand)
This is one of our new seedling Peonies difficult to classify as to color. It is not a real red and neither is it a pink. Probably a brilliant Tyrian rose will best describe it. The flower is early, of medium size, semi-double, and for color extremely effective in the garden. It is not a show flower and is not for indoor use, but as an outdoor variety it is a knockout. A Brand Division \$2.00

9.2 FLORENCE MacBETH (Sass)
An immense rose type flower of a soft La-France-pink. The petals are broad, of much substance, and have a crinkled effect that is very distinct and beautiful. The plant is a strong, vigorous grower with strong stems. A very fine pink. A Brand Division \$2.50

9.1 FRANCES WILLARD (Brand)
Frances Willard is a very fine white which we believe gives universal satisfaction. It opens an exquisite blush-white, occasionally with a carmine touch, changing to pure white. Usually found in the winning classes in every show room. Midseason, comes into bloom with Mary Brand. (A vigorous Peony named for a great woman.) A Brand Division \$1.50

9.1 GARDEN PRINCESS (Dr. J. H. Neely)
A rich silvery soft light pink fading to white. Outer petals large and uniformly rounded, making a flower of pleasing form. Golden stamens intermingled with center petals add charm to the flower. Vigorous, tall growing, midseason. A Brand Division \$2.00

8.9 GEORGIANA SHAYLOR (Shaylor)
A large, late midseason light rose-pink with pleasing fragrance. The petals are very broad with guard and center petals slightly splashed crimson. The plant is medium tall and of sturdy habit. One of the very best of Mr. Shaylor's introductions. A Brand Division \$1.00

GEORGE W. PEYTON (Col. Nichols)
A fine new double in a rich creamy white. A flower of much the beautiful form of Tourangelle but with a better stem than that variety. A splendid new white. A Brand Division \$5.00

GOLDEN BRACELET (A. M. Brand)
A very high built creamy white with a distinct collar of yellow petals encircling the center. General color effect yellow and a real addition to the small list in this color class. This variety was displayed in our show room two years ago for the first time and was greatly admired. One of our visitors thought this name appropriate as there is a distinct band of creamy yellow petals through the flower that makes this variety unusually attractive. A Brand Division \$5.00

9.1 HANS P. SASS (Hans Sass)
A very tall variety producing large flowers of a delicate shade of light pink, deepening in color toward the center. As the flower ages, the broad petals open out cup shaped like a Tulip. A fine Peony. A Brand Division \$3.50

9.1 HANSINA BRAND (Brand)
A glistening flesh-pink with a salmon reflex shading toward the base of the petals. As the flowers fade they resemble a perfectly formed specimen of Solange. Comes into bloom late in the season and comes good every year while Solange often fails to produce perfect flowers. Hansina Brand was awarded the Farr Memorial Gold Medal for the best flower exhibited at the National Show held in connection with the Chicago Exposition in 1933. In 1934 at the National Show held in St. Paul, Hansina Brand was again awarded the Farr Memorial Medal as the best flower in the show. A gorgeous flower. A Brand Division \$5.00

An extract from an article appearing in the September and December Peony Bulletin of 1934, written by Wm. J. Lockhart of Des Moines, Iowa.

HANSINA BRAND AGAIN WINS GRAND PRIZE

"I came, I saw, I was conquered—thrilled. A mere bystander this time I stood on the fringe of the crowd that gathered about the twenty-one judges who were picking the 1934 Grand Prize Peony, and with almost as much inner emotion as when in 1932 I saw my own SOLANGE shifted to the center of the stage, I watched the elimination process. I saw them pick up those two wonderful blooms of La Lorraine, and oh, what a flower! I joined them in my keen admiration as sheer merit and appealing purity forced them to recognize the marvelous beauty and glorious formation of the new and coming MRS. J. V. EDLUND. I admired with them many other startling blooms produced this year under such baffling weather conditions. But the queen could not be denied her glory for with all that grace and charm that last year gave her the crown at the Chicago World's Fair, there she stood, a perfect flower, beautiful as a dream, strong and sturdy, perfectly formed and fresh as the morning, and not a word of protest was heard when the ballots were counted and before the official announcement, the whispered word swept over the crowd—HANSINA BRAND.

"Mrs. A. S. Gowen, president of the Minnesota Garden Flower Society, grower of the bloom, modestly received the shower of congratulations that she so worthily deserved, but no lessening of the praise due her was in the minds of the more thoughtful as they turned from congratulating the grower to give equal admiration and thanks to the retiring and modest man who stood on the outside of the crowd, the originator of HANSINA BRAND, Mr. A. M. Brand, veteran breeder and grower of Fairbault, Minnesota.

"No wonder, then, that this magnificent flower has been twice crowned queen of the National Peony Show and that many of us have resolved that at any price this great flower shall bloom in our own gardens.

"I congratulate you, Mrs. A. S. Gowen. I congratulate you, Mr. A. M. Brand. You are both worthy of the great honor."

9.0 HAZEL KINNEY (A. M. Brand)
A delicate clear hydrangea-pink of true rose type. The flower is large with broad petals symmetrically arranged. It resembles the variety, Myrtle Gentry, in color but does not have the fragrance of that variety. The plant is of medium height with clean light green foliage. A midseason prolific bloomer. A delicate pink that holds its color and form well and one that is not disappointing. A Brand Division \$1.50

JEAN COOPERMAN

(A. M. Brand)

An early midseason even toned soft crimson-red coming into bloom a few days after Richard Carvel. The flower is of good size and pleasant fragrance. It is semi-rose in form, made up mostly of large petals nicely arranged. An annual and profuse bloomer. A fine show flower and, we believe, a coming red for the commercial cut flower trade.

A Brand Division \$3.00

JOANNE FOREMAN

(A. M. Brand)

One of our newest introductions that we think more of the longer we have it. A large late flower with long narrow pointed petals. A very brilliant bright deep pink. We feel sure when this variety is better known, it will be even more popular than our Martha Bulloch. A sure to please deep pink.

A Brand Division \$7.50

JOSEPHINE HOPE HEALY

(A. M. Brand)

Flower named for the daughter of John Healy of St. Paul Park, Minnesota. John Healy and A. M. Brand were neighbor boys from the time they were born until they were some 16 years of age. They swam, played, fished, and fought together during all those years. Josephine Hope Healy is a full rose flower with great broad nicely rounded petals. Petals are of great substance and the color a very fine, even medium bright pink. We believe this a real Peony.

A Brand Division \$10.00

9.0 JUNE DAY

(Thurlow)

A pleasing shade of light pink with lavender shadings on edges of center petals. The flower is large, rose type, pleasing color, and delightfully fragrant. A striking show flower and a fine variety in the field.

A Brand Division \$1.50

8.8 KARL ROSENFELD

(Rosenfield)

A brilliant and striking variety, coming into bloom early midseason. Flowers very large, semi-rose type, and slightly fragrant. Desirable as a cut flower, a garden variety, and a show flower.

A Brand Division \$1.00

9.0 KATHARINE HAVEMEYER

(Thurlow)

A large flesh-pink of true rose type coming into bloom late in the season. The guard petals are broad and rounded and somewhat notched at the ends. Center petals narrow and fringed. The center is full and high. The plant is medium tall and vigorous with strong, graceful stems. Fragrant.

A Brand Division \$2.00

9.8 KELWAY'S GLORIOUS

(Kelway)

A fine midseason lacy white that fully deserves its high rating. The flowers are large, rose type, with long lacinated petals. Plant is medium tall, upright, with strong stems that hold the lacy flowers erect. A really fine white.

A Brand Division \$2.00

8.8 KELWAY'S QUEEN

(Kelway)

A late midseason, fragrant, mauve-pink with center flecked crimson. This is a distinct Peony, both in flower and plant. The plant is bushy and each flower stem produces a perfect flower. A fragrant Peony.

A Brand Division \$2.00

9.1 LADY ALEXANDRA DUFF

(Kelway)

An immense, loosely built flower with great broad rounded petals. A pale blush-pink, fading to white, with yellow stamens. When not disbudded, the central flower is loosely double, of a rather flattened, circular form; central petals touched with carmine. A beautifully formed flower; sweet scented. Very floriferous. Very showy. Opening after the central flower, the side flowers come semi-double, saucer-shaped, showing stamens.

A Brand Division \$1.00

9.0 LA FRANCE

(Lemoine)

A uniform apple-blossom-pink with crimson splashes on the guards. The flower is unusually large, true rose-type, fragrant, and very late. The years when this variety comes good, it is one of the most outstanding of all Peonies. An exquisite show flower.

A Brand Division \$1.00

8.1 LAKE O' SILVER

(Franklin)

This is a light pink silver-tipped variety, with golden anthers prominently showing throughout the flower. The central petals are a darker pink. The bloom is very large, often 7 to 8 inches in diameter on established plants. It is an extremely free bloomer.

A Brand Division \$1.00

8.6 LA LORRAINE

(Lemoine)

A large flower, nicely rounded, with great broad petals beautifully arranged. Comes into bloom midseason. Color a soft even shade of creamy pink. In our opinion, this flower is not fully appreciated. We feel that it is one of the choicest of all Peonies and should rate well above 9.0. From our first observation of the flower, this has been our constant impression. We exhibited La Lorraine at the National Peony Show held at Rochester, Minn., in 1940, in the class calling for "10 blooms of 1 variety in white or flesh-pink." There were 16 entries in this class and we won first prize with La Lorraine, Mrs. J. V. Edlund won second in this class, and Mrs. Frank Beach won third.

A Brand Division \$1.50

8.9 LAVERNE CHRISTMAN

(A. M. Brand)

This flower resembles Therese in color, form, and general make-up, but it comes into bloom much later in the season. It is a large flower of rose type, loosely formed, with long, broad petals. In color it is a deep rose-pink, shading lighter towards the ends of the petals. The plant is tall and vigorous. It received an Award of Merit of the American Peony Society, St. Paul, 1923.

A Brand Division \$2.50

9.9 LE CYGNE

(Lemoine)

A fine creamy white of true rose type, perfect in form. Early mid-season. Strong, medium height stems. Flowers large and delightfully fragrant. Le Cygne is the highest rated Peony and fully deserves its rating when seen at its best.

A Brand Division \$2.50

Quotations from December, 1943, Peony Bulletin

ELLA CHRISTIANSEN is another Peony which should be in every planting.

HANSINA BRAND in my opinion is also one of the top-notchers.

MARTHA BULLOCH always seems to do well, but I especially like the bloom before it fully opens.

MRS. JOHN M. KLEITSCH produced some of the finest flowers in my garden this year.

MRS. J. V. EDLUND is another Peony which in my opinion is here to stay. It combines fragrance, form, size, and good plant growth.

REV. H. TRAGITT gives a good account of itself in my garden.

Join the American Peony Society and enjoy the Bulletins issued quarterly.



Lora Dexheimer



RUTH ELIZABETH

Midseason. Won Silver Medal at National Peony Show held in Rochester, Minnesota, 1940.

Here are Six of the
SOME OTHERS AS GOOD

Special Offer

One each of the 6 varieties illustrated on these pages, or your choice of suggested substitutes.

A Total Value of \$31.00 for \$25.00
POSTPAID



MYRTLE GENTRY

Late. Won Silver Medal at National Peony Show held in St. Paul, Minnesota, 1923. Consistent prizewinner in many classes since.



Hansina Brand

Join the American Peony Society

Every Peony lover should join the American Peony Society. Each member receives about four valuable booklets on the Peony each year. These bulletins contain valuable and interesting information. Articles are written by Peony enthusiasts from all sections of the country. A complete report of each National Peony Show is given in one of these numbers. You will keep up to date on the progress of the Peony by becoming a member.

Membership is \$5.00 per year. You may add this amount to any order you send to us and we will take care of your membership. The American Peony Manual is a book of about 300 pages. The price of this manual has now been reduced to \$1.65. If you had this book in your library, we do not believe you would part with it for \$5.00. If you send us \$1.65, we will send you a copy promptly postpaid.

HANSINA BRAND

No collection of Peonies is complete if it is lacking Hansina Brand. This is one of the greatest show Peonies of all time. It is a very late variety and this is why it is so seldom seen in the shows. But when a show is held late enough to include it, it is always to be found among the very finest flowers shown.

World's Best Peonies

BUT NONE ANY BETTER

SHALL WE SUBSTITUTE?

Our stock of some varieties on these two pages is extremely limited. If you already have Ruth Elizabeth, or if our stock becomes exhausted, we would be willing to substitute W. E. Blanchette, with your permission.

For Hansina Brand, we could substitute either R. A. Napier or T. E. Carpenter.

For Blanche King or Dr. L. W. Pollock, Joanne Foreman would make an excellent substitute.



DR. L. W. POLLOCK

Late. A fine old rose-pink that will take its place among the prizewinners as it becomes better known.



MRS. A. M. BRAND

Late. Won Gold Medal at National Peony Show held in St. Paul, Minnesota, 1923. Judged best flower in National Show in Minneapolis, 1943.

BLANCHE KING

This variety was first exhibited at the National Peony Show held in London, Ont., Canada, in 1922. Here it received an award of merit and attracted a great deal of attention. At the St. Paul Show in 1935, this variety was very much in evidence and was awarded the prize for the best flower at the show. It also won first in a class calling for 20 dark pinks.

At the 1940 National Show held at Rochester, Minnesota, Blanche King appeared in 6 classes winning first prizes, in 5 winning second prizes, and in 3 winning third prizes.

At the 1941 National Show held in Syracuse, New York, an 8-inch bloom of this variety was judged the finest flower in the entire show.

*From Article written by Victoria Gordon Kartack, Dec. 1943,
Peony Bulletin.*

"It is always a pleasure to see Hansina Brand and Myrtle Gentry. No matter what the future may bring in the way of new Peonies, I can never imagine either of them losing their popularity."



Blanche King



Martha Bulloch

9.0 LIBERTY BELL

(Dr. J. H. Neeley)

An unusually fine deep pink coming into bloom very late in the season. It has all the qualities of a fine flower and fills a distinct need in its color class. We have not been able to list this variety often in our catalog but we have grown it in our fields and watched it long enough to know we are offering a very fine distinct variety in Liberty Bell.

A Brand Division \$5.00

8.8 LILLIAN GUMM

(Gumm)

A uniform apple-blossom-pink with more brilliant shadings at the base of the petals. The flower is large, globular in form, rose type, with broad petals, and a cupped center. A fragrant late midseason variety. A reliable bloomer.

A Brand Division \$1.00

9.0 LONGFELLOW

(Brand)

Everyone concedes Longfellow one of the most popular red Peonies because of its distinct, fadeless color and general dependability, both for cutting and garden decoration. It is as striking in the field as in the show room. It comes into bloom early midseason. The plant has excellent foliage and strong, stiff stems. The flower is a bright crimson and is always found among the winning classes in the show room.

A Brand Division \$1.50

8.4 LORA DEXHEIMER

(Brand)

To us, the splendid habit and brilliant color of this plant have exceptional merit. We first selected it from the seed bed in 1904. Each succeeding year it has grown in our esteem. Color intense flaming crimson. Early midseason. A variety that ranks with Longfellow. From all parts of the country, we have reports of the wonderful qualities of Lora Dexheimer.

A Brand Division \$1.00

9.3 MARGARET LOUGH

(Gumm)

This is one of Mr. Gumm's introductions that we were instantly taken with when we first saw it some few years ago. We planted it in our fields and have now seen it in bloom some four or five seasons and we like it better the more we see it. It's a flesh-pink of pleasing form which in itself makes it distinctive. A "must have."

A Brand Division \$5.00

8.9 MARIE CROUSSE

(Crousse)

A delicate shell-pink bordering on salmon. In color it is not like any other pink we grow. Such a clear pure self color, it attracts the eye, even when blooming among a hundred different pinks. A fragrant, midseason to late variety. Arrange this flower with Primevere and you have an attractive color combination.

A Brand Division \$1.00

8.3 MARIE JACQUIN

(Verdier)

A midseason semi-double flower. Purest white guards; then a collar of yellow stamens surrounding a row of shorter pure white petals, then a tuft of yellow stamens, all giving the flower a pronounced Waterlily effect. The stems are erect, a clean, light green, as is also the foliage.

A Brand Division \$1.00

8.7 MARY BRAND

(Brand)

No red Peony ever won favor so quickly as Mary Brand. Always found among the winning reds in every show room. Comes into bloom with Frances Willard. Color so distinct it is easily recognized by amateurs, no matter how often they find it in our fields. A red in which there is little trace of purple. One of the most satisfactory reds as a cut flower as it will last a week if cut in the bud. Holds its color perfectly and for a long time in the sun.

A Brand Division \$1.00

9.1 MARTHA BULLOCH

(Brand)

One of the greatest of all pink Peonies. The color is a bright old-rose-pink. The plant is very tall and comes into bloom late midseason. The flower is cupped rose type and often measures from 9 to 12 inches in diameter. The stems are strong and hold the heavy flowers well above the foliage. A constant prize winner.

A Brand Division \$2.00

At the National Show in Rochester, Minn., 1940, this variety was entered in a class calling for three blooms of one variety in medium or dark pink. There were 20 entries in this class. Martha Bulloch won 1st, 2nd and 3rd prizes and also emerged as the Grand Champion flower of the entire show.

9.0 MILTON HILL

(Richardson)

A beautiful flower of a delicate shade of salmon-pink, resembling Walter Faxon. It comes into flower late in the season and when seen in the show room in first class form, this variety is hard to beat in its color. It received a rating of 9.0 with 63 voting. One of the finest of all Peonies.

A Brand Division \$1.00

7.9 MME. DE VERNEVILLE

(Crousse)

We feel this variety is much under-rated. Flower large, very full, bomb type. Guard petals sulphur-white; center petals rose-white with carmine touches; good substance. Long, strong stems; ideal cut flower. Pleasing fragrance. Comes into bloom after Festiva Maxima, and we regard it far superior in beauty.

A Brand Division \$1.00

8.9 MME. EMILE LEMOINE

(Lemoine)

A rare, beautiful white, coming into bloom late in the season. The flowers are very large, uniform in shape and size, with center petals irregularly marked carmine. The plant is rather tall with strong, erect stems. A most satisfactory garden flower and a wonderful show flower.

A Brand Division \$1.00

9.4 MME JULES DESSERT

(Dessert)

One of the finest of all light pink Peonies. The flowers are very large, well formed, and of a delicate flesh-pink gradually fading to white. This variety does well in the garden and is always among the prize winners at the great shows.

A Brand Division \$1.50

9.3 MONS. JULES ELIE

(Crousse)

An immense self-colored flesh-pink, shading a trifle deeper toward the base of petals. Great prominent broad guard petals enclose an immense ball of incurved petals of the same color, all covered with an intense silvery sheen. It looks more like a huge Chrysanthemum than a Peony. The plant is medium tall with strong stems. An early bloomer with pleasing fragrance.

A Brand Division \$1.00

Make Up Your Own COLLECTION

Choose just the varieties you wish. You may select any Peonies priced at \$1.00 EACH from our general list as follows:

Any 10 Varieties **\$8.75**
Priced at \$1.00 each Postpaid

8.8 MONS. MARTIN CAHUZAC

(Dessert)

If you wish the darkest red Peony grown, order this one. Flowers medium to large, semi-rose type, with stamens. Color a deep maroon-red. It often comes semi-double until plants are well established. The plant is medium tall with strong, sturdy, upright stems. It comes into bloom early midseason and is a striking landscape variety.

A Brand Division \$1.50

7.8 MODESTE GUERIN

(Guerin)

A large, early midseason deep rose-pink with a rose fragrance. The type is the same as Mons. Jules Elie. Although an old variety it still retains its popularity.

A Brand Division \$1.00

9.1 MRS. BRYCE FONTAINE

(A. M. Brand)

A midseason, rich dark crimson. It is darker than Longfellow but not the color of Mons. Martin Cahuzac. It is a flower of wonderful substance and holds up well after being cut and for this reason it makes a fine garden and also show flower. Although this variety is listed as new and few roots have been sold we have watched it year after year for over 16 years and we are willing to place it among the very best reds.

A Brand Division \$5.00

9.0 MRS. DEANE FUNK

(A. M. Brand)

A Walter-Faxon-pink coming into bloom early midseason. The flower resembles Phyllis Kelway and is one of the finest of all Peonies for use in decorative work in making up large baskets or vases of flowers. A distinct band of golden stamens lights up the entire flower and these stamens enclose a rosebud, cup-shaped center of large incurving petals. Magnificent in the show room.

A Brand Division \$3.00

MRS. EUCLID SNOW

(A. M. Brand)

Flesh-pink. Plant of medium height, holding its blooms erect and well above clean light green foliage. Flowers open into a large cup-shaped bloom. Petals broad, long, and nicely notched at the ends. Color a deep flesh-pink with rays of deeper pink through the petals. A very attractive flower coming into bloom early midseason.

A Brand Division \$5.00

9.1 MRS. HARRIET GENTRY

(A. M. Brand)

A very late perfect rose type white. Petals are very large, of the purest glistening white. Deep in the center of the flower you will find a touch of that peculiar pinkish tint for which Solange is famous. This is one of our latest white Peonies to bloom and is one of the most refined flowers in this list.

A Brand Division \$3.00

9.2 MRS. J. H. NEELEY

(Dr. J. H. Neeley)

A late flowering blush-white shading to white with a greenish reflex at the base of petals. Center petals enlivened with yellowish pink or salmon tones that are attractively different. A new variety that seems destined to earn a place among the truly great Peonies.

A Brand Division \$5.00

9.0 MRS. JOHN M. KLEITSCH

(A. M. Brand)

A tall, very late deep pink with exceedingly strong, heavy stems and large deep green foliage. The petals are long, broad, pointed, and of great substance. A fragrant flower of deep rose type. When you think the Peony season is over, Mrs. John M. Kleitsch comes along to top off the season. Too late to appear in many shows, but won first prize as the best flower in the entire show at St. Paul in 1928.

A Brand Division \$2.50

NEWS FROM THE SOUTH

Mrs. John M. Kleitsch made only two flowers as a two-year-old, but one of them was fine; and what a darling shade of pink this one is.

9.5 MRS. J. V. EDLUND

(J. V. Edlund)

This is a large pure white flower of most perfect form. In voting off the tie with Hansina Brand at the Toronto National Show, this flower was awarded best flower in the show. It is a late, large pure white that is in bloom with Blanche King, Genevieve, Mrs. A. M. Brand, and Mrs. Frank Beach. It is one of the very finest of all Peonies.

A Brand Division \$5.00

9.1 MRS. ROMAINE B. WARE

(A. M. Brand)

A fragrant light pink coming into bloom midseason. The flower is medium large, rose type, with a delightful rose fragrance. The plant is medium tall with strong, slender stems that hold the flowers well erect. Returning from the National Show at Boston, I stopped with my good friend Harry F. Little. Mrs. Romaine B. Ware was in full bloom. Of this wonderful flower Mr. Little said: "I think this one of the faintest of all Peonies."

A Brand Division \$2.00

MRS. ROWLAND

(Brand)

We need new shades and colors in Peonies and this new introduction of ours is distinctly different from all others. In color it is a peculiar shade of a deep rich red-purple. The flower is rose type with large, beautifully arranged petals. We named this Peony for a pioneer Minnesota woman who went through the terrible days of the Indian Massacre at New Ulm, Minnesota. If you are looking for something entirely different, you will find it in this new variety.

A Brand Division \$7.50

MRS. CHARLES MAYO

(A. M. Brand 1944)

A beautifully high built double white. The flower is nicely formed with a purity of color as the driven snow. We have named several of our Peonies for members of the staff of the famous Rochester Minnesota Clinic who have done so much to further the interest of the Peony in their city. On one of their many trips to our fields during the blooming season, we showed them this fine white seedling and at their suggestion we named the variety in honor of the wife of one of the famous founders of the clinic.

A Brand Division \$10.00

Regina, Sask., Canada,
July 13, 1942.

"I thought I would drop you a few lines to let you know how the Peonies which I purchased from you in the fall of 1940 came along. Every one of your late introductions is a perfect beauty. Joanne Foreman was a lovely large pink, and Ruth Elizabeth had seven lovely blooms. W. E. Blanchette has blossoms which measured between eight and nine inches in diameter."

H. K. G.



GOLD
MEDAL
1923

9.6 MRS. A. M. BRAND

(A. M. Brand)

A pure glistening white coming into flower very late in the season. The flower is large, of perfect rose form, with large uniform petals of remarkable substance. This flower received the Gold Medal of the American Peony Society at St. Paul in 1923. The plant is medium tall with vigorous upright stems and beautiful dark green foliage.

A Brand Division \$3.00

The following article appeared in the March, 1942, Peony Bulletin and with Mr. Bigger's consent, we are using it in our catalog.

THE PEONY "MYRTLE GENTRY"

"If I was limited to one Peony I would, without hesitation, pick Myrtle Gentry. I have grown the variety since 1928 and in all the twelve blooming seasons I have yet to find even one serious fault with this variety.

"The roots are always clean. The plant grows a fine green; stays green all season clear up to frost, and this one fact makes it a good grower. It has always been free from disease for me. It has been very consistent as a bloomer and blooms every year and every plant fades.

"The color is one of those melting pinks that can't be beat. It fades a little in the sun, but after it fades it is still as pretty as it was before.

"After you see the root; plant it and see it grow so well; bloom into as fine a flower as it does, then just smell it—and it will finish your opinion of it as being one of the best.

"The fragrance is wonderful, and to sum up the variety, I vote it the most desirable in all the four hundred named and two hundred and fifty numbered seedlings that are growing in my planting.

"To me, Myrtle Gentry is Mr. Brand's masterpiece and if he had produced no other variety, he could certainly be proud of his work."

MYRON D. BIGGER,
Topeka, Kansas.



Sarah Bernhardt—Late midseason

RICHARD CARVEL

This group of fine Peonies is not complete without this fine early red. Best early red to date. Fragrant. Same type as Felix Crousse.



Walter Faxon—Midseason



Karl Rosenfield—Midseason



Frances Willard—Midseason

Among the Very Best of the Good Standard Varieties

Fine in the garden and most excellent cutting varieties.

Edulis Superba
—Early

Primevere—Midseason

Special Offer

For this standard list. Don't overlook Richard Carvel which we were unable to illustrate.

Any 3 from this list, \$3.25, postpaid.

Any 6 for \$5.75, postpaid.

All 10, including Richard Carvel, for **\$8.75** postpaid.

All large Brand Divisions. Should bloom next spring.

→
Festiva
Maxima
—Early

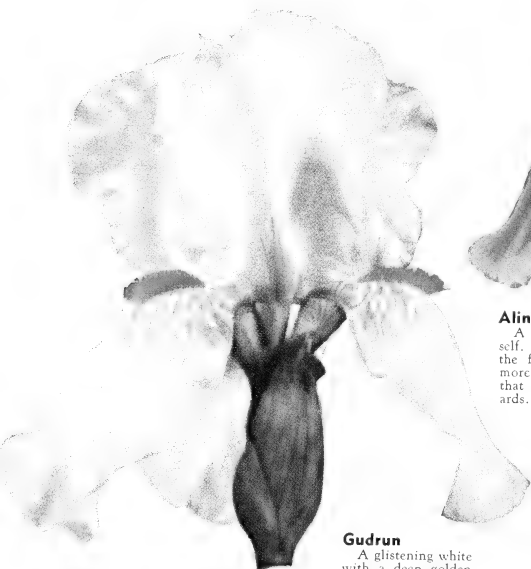
Mons. Jules Elie
—Early

Felix Crousse
—Late



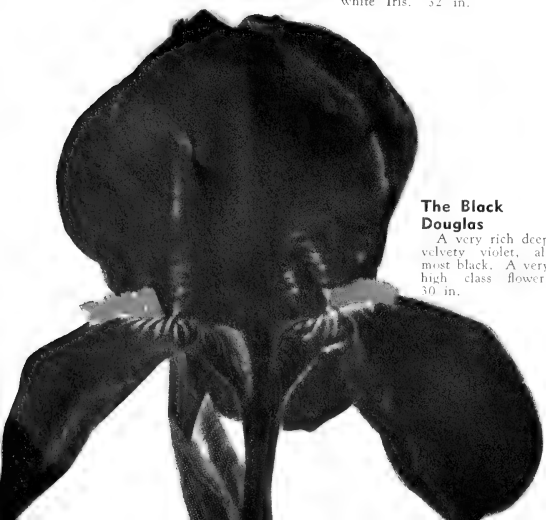
Cheerio

A fiery bicolor of splendid form and size. A splendid and real red. 40 in.



Aline

A true azure-blue self. The color of the falls should be more nearly like that of the standards. 34 in.



The Black Douglas

A very rich deep velvety violet, almost black. A very high class flower. 30 in.

20 *Sure to Please*

The 10 illustrated on these 2 pages and

On our pages of Iris illustrated in color, we have tried to select one of the best in each color group. While our pictures are not absolutely exact, they do represent the variety well. If our pictures please you, we feel sure you will be delighted with every variety when it flowers in your garden. By planting in July or August, every rhizome we send out should bloom next summer. If planted late in the season, they may not flower until the second year.

If you cannot visit an Iris planting to make a personal selection, choose from our color pages, and you will not be disappointed.



Deseret

A Variegata of exquisite coloring. S. clear rich yellow; falls a velvety red. 40 in.



Gudrun

A glistening white with a deep golden beard. A very fine white Iris. 32 in.

Special Price for Group Planting

Many Iris lovers plant in groups of from 3 to 5 of a kind. For this reason, we make the following offer:

3 each of any 10 kinds offered on any of the color pages—
30 plants in all, **\$7⁵⁰** postpaid for

5 each of any 10 kinds—
50 plants in all, **\$10** postpaid for

A Complete List
of Iris will be
Found on Pages
38, 39, 42, 43, 46,
and 47.

Iris ILLUSTRATED IN COLOR

the 10 on pages 40-41

Shall We Substitute?

At the beginning of the season, we are able to fill all orders exactly as given. As the season advances, we often run short of a few varieties. It is well to name a second choice if your order comes in late in the season, or give us permission to substitute another variety of equal or better value of the same color.

If this information is given us when you send in your order, it will save us writing to you and it will also save a week's time in filling your order.

Destiny

A famous rich sombre-toned Iris with velvety falls of black plum-purple, deep purple standards, and a rich gold beard. 38 in.

Los Angeles

An immense white with the standards and falls faintly edged blue. Outstanding. 38 in.

YOUR CHOICE

Any 3 for ...\$1.00
Any 6 for ... 1.75
All 10 for... 3.00
Postpaid

California Gold

A wonderful new deep yellow of the largest size. 36 in.

Dymia

A fine blue-violet self. Especially desirable as a landscape flower. 38 in.

Pink Satin

One of the very best of all pink-toned Iris. 46 in.



GENERAL IRIS LIST FOR 1944

Many of the New and the Best of the Old

ALINE. See color page 36.

ALTA CALIFORNIA. 42 in. This tall flowering variety is one of the best of the clear deep yellows. Its faintly bronzed falls add to its striking beauty. Stalk well branched. 25c

AMITOLA. 38 in. A large, attractive pink and gold blend with a bright yellow beard. Flowers of beautiful form are slightly ruffled. A seedling of Rameses but larger and a more intense pink. A profuse bloomer. 35c

ANGELUS. 38 in. A very distinct Iris as to color. A creamy, pearly light mauve-pink blend. A flower of tremendous size and great substance, something unusual with pinks. A seedling of Depute Nomblot, which it resembles in form. A fine addition to any garden. 60c

ANITRA. 36 in. Another new beautiful blue. A light blue of the finest texture and reminding one very much of Shining Waters only it is paler in color and more silvery. 35c

APRICOT. 38 in. A solidly colored golden apricot self. The flowers are of medium size with standards and falls slightly ruffled. A seedling of Far West. 75c

ARCTIC. 40 in. A new white and gold variety introduced in 1940. The flowers are of perfect form, medium in size, with ruffled standards and broad white falls. The throat of the flower is an intense golden yellow. \$3.00

AT DAWNING. 36 in. A very attractive Iris with clear creamy white standards and falls arbutus-pink. Flowers of large size and beautifully formed. A well-branched, profuse blooming Iris. A hardy, thrifty Iris that seems to do well everywhere. No other Iris looks like this one. 40c

BLENDED BEAUTY. 40 in. A new and a distinctly different variety with golden bronze standards and red falls, veined and bordered golden brown. It is a bronze-red gold blend. 50c

BLUE MONARCH. See color page 41.

BUECHLEY'S GIANT. 42 in. An outstanding variety. The blooms are of the greatest size and also of the most perfect and exquisite form. One of the finest of the blues. A variety you will like. This fine blue is a favorite among those who visit our fields and show room during the blooming season. 25c

BURNING BRONZE. 36 in. A rich subdued bronze-red that is one of the most popular among Iris lovers as a fine rich red. The plant is thrifty but does not multiply rapidly. The stalks are well branched, often carrying from four to five open flowers at one time. An excellent red for any garden. 35c

If you wish to plant a group of any one variety, you may select—

5 of any 25c varieties for \$1.00
5 of any 35c varieties for 1.25
5 of any 40c varieties for 1.50
5 of any 50c varieties for 2.00
5 of any 75c varieties for 3.00
5 of any \$1.00 varieties for 4.25

Allow 25c for postage and boxing on all orders under \$3.00. The above offer means 5 of any 1 kind, or 5 different kinds.

CALIFORNIA GOLD. See color page 37.

CAPRI. 30 in. A fawn-yellow of unsurpassed substance and superb Frieda Mohr form. We personally are very fond of this variety. It is medium tall and makes a splendid variety to plant in the foreground. A most pleasing variety in its color class. The flowers are large and beautifully formed. 25c

CHEERIO. See color page 36.

CHINA MAID. 35 in. A fine new mallow-pink blended with golden bronze. The flower is large and of good form and habit. Its smooth even texture marks it as one of the best of the new pinks. If your garden needs a new pink, try China Maid. \$1.00



Alta California

CHRISTABEL. 40 in. This is one of the most striking in effect of all the Iris in the garden. The general color effect is a glowing coppery red with the falls lighted by a heavy orange beard. Of all the red Irises, it is one of the greatest exhibition varieties. In the garden a clump of it is just a mass of rich coppery red. This variety has a great future. 75c

CITY OF LINCOLN. 42 in. A wonderful "must have" Iris. A very large flower, borne on a tall, strong stem with rich golden standards and bright velvety red falls. One of the best of the Variegatas. \$1.50

CLARIBEL. 40 in. One of the tallest of the Plicatas. A nicely branched Iris of great size. A pure snow-white with delicate distinct tracings of blue around the edges of the petals. Striking yellow beard. 35c

COPPER LUSTRE. 38 in. A Dykes Medal winner. A beautiful blend of pink and gold with a constantly changing lustre of incomparable beauty. A fine free bloomer. 40c

CRYSTAL BEAUTY. See color page 41.

DAUNTLESS. See color page 41.

DEPUTE NOMBLOT. 42 in. This Iris is also a winner of the Dykes Memorial Medal. An Iris of gigantic form and the finest coloring. S. coppery red, flushed golden bronze; F. rich claret-crimson. A really fine Iris of great beauty. 25c

DERRILL HART. 40 in. A new variety resembling Depute Nomblot in many ways. The standards are a rosy bronze while the falls are a deep velvety red. \$1.00

DESERET. See color page 36.

DESTINY. 38 in. See color page 37.

DOROTHY DIETZ. 36 in. An Iris of unusual coloring. Standards a light chicory-blue; falls pansy-violet. Distinct. 25c

DYMIA. See color page 37.

E. B. WILLIAMSON. 36 in. A wonderful new Iris of rich coppery red tones. Different from others of this general color and very beautiful. The large, full, rounded petals are of wonderful form and splendid substance. The stalks are widely branched with many flowers open at once. 75c

ELEANOR ROOSEVELT. 24 in. This Iris has been awarded the Hutchenson Gold Medal as the best fall-blooming Iris. A deep purple self with very rich falls. It will bloom in the spring and again in the fall. 25c

ELKHART. 38 in. A new giant deep chestnut-red that will prove a splendid addition to this already popular class. 40c

ELLA WINCHESTER. 36 in. This was one of the best reds in our entire garden last season. A glowing mahogany-red self with long velvety falls. We like it very much and class it as one of the best reds. 40c



ELMOHR. (Loomis 1942.) 36 in. This is the latest and we think far the best of the seedlings of Wm. Mohr. A beautiful shade of very rich, reddish mulberry with the last word in exquisite finish. Wm. Mohr is beloved by everyone who knows it. Elmoehr is a wonderful advance over Wm. Mohr. It produces seed which makes it exceedingly more valuable. The blooms are very large, often 7 inches across. Quotation from Iris bulletin of October, 1942. Dr. Franklin Cook writes: "Elmoehr was one Iris in my garden that attracted every single visitor this year." Called by some a rich mulberry-purple, I shall not try to improve on that description of its color. It is novel, rich, and full bodied. Orchid-like it exhibits its style arms full and broad for everyone to see, and this purple hollow is lighted up by intense orange light from within. A magnificent Iris. **\$17.00**

ELSA SASS. 36 in. One of the very best and most distinct of all the new yellows. Color is a clear sulphur with a greenish cast in the depth of the flower. Large and slightly frilled. A "must have" Iris. **\$1.50**

EROS. See color page 41.

ETHELWYN DUBUAR. 40 in. A very attractive deep pink. Standards a clear orchid with a shadow of blue; falls large and of a richer shade of pink. **25c**

EXCLUSIVE. 40 in. A very large light blue with a silvery mist which enhances its beauty. Many believe this fine blue leads its color class. **60c**

FAR WEST. 40 in. A lovely blend of salmon-gold, coral-henna with a soft glow in the heart. The flowers are large and well spaced on tall, strong stalks. **50c**

FRANK ADAMS. 42 in. An exceedingly fine rosy fawn bicolor. A beautiful new Iris with nicely formed standards of maize-yellow and broad falls of a deep rose with a wide golden haft. The tall, stout stems are well branched. **75c**

GARDEN MAGIC. A wonderful rich, late velvety red without haft markings. This is one of the very best of all red Iris and stock is still scarce. The flowers are extra large and of fine form. **\$1.00**

GAY HUIZZAR. 30 in. A very early gay variety with brilliant chrome-yellow standards and deep velvety oxblood-red falls. **35c**

GOLDEN HIND. 30 in. A bright clear buttercup-yellow, and as fine a shade in yellow as can be found. Probably the richest deep yellow Iris. Very floriferous and in every way most desirable. **35c**

GOLDEN MAJESTY. 40 in. A new yellow of great size, of a gleaming gold shade. The stem is well branched, producing many flowers of great size. Dyke's Medal. **\$1.50**

GOLDEN TREASURE. 38 in. We were indeed pleased when this wonderful new variety first bloomed in our garden. An exquisite new light creamy yellow with falls just a shade deeper than the standards, and the entire bloom lit up with an intensely brilliant golden beard. A lovely yellow and a prize winner. **50c**



Elmoehr—A Wm. Mohr Seedling

GRACE MOHR. 35 in. The variety Wm. Mohr is universally liked but there are now some new seedlings of this variety and Grace Mohr is one of them. It is somewhat darker than its parent, with flaring falls, and tall well-branched stems. It is also harder than its parent and somewhat earlier. A superb variety. **\$1.00**

GUDRUN. See color page 36.

HAPPY DAYS. See color page 40.

INDIAN CHIEF. 36 in. One of the very best of the entire range of two-toned reds. Standards a beautiful violet-rose; falls deep rich glowing velvety red. Splendid for massing. **25c**

INDIAN HILLS. 38 in. An unusually large rich true-purple. The blooms are of splendid substance and fine form. A variety that makes a fine landscape sort because of its rich coloring. **40c**

JAKE. Another new Iris for 1944. A large pure glistening white, its charm accentuated by a brilliant golden beard, and narrow, clean cut gold bands at the base of each fall. We are still looking for better whites and we believe this about the best white to date. Named Jake in honor of Jacob (Jake) Sass, the originator. A flower of fine substance and exquisite form. Parents of this new Iris, Tiffany and Maid of Astolat. **\$3.00**

JASMANIA. 38 in. The most perfect in form of all the yellows. A full-petaled profuse bloomer. A rich banana-yellow with a striking orange beard. In every way an excellent flower. **30c**

JEB STUART. 36 in. Impressive because of its erect perfect carriage. An intense rich red-brown entirely without venation and with a striking orange beard. **25c**

JEAN CAYEUX. See color page 40.



GENERAL IRIS LIST FOR 1944

Many of the New and the Best of the Old

ALINE. See color page 36.

ALTA CALIFORNIA. 42 in. This tall flowering variety is one of the best of the clear deep yellows. Its faintly bronzed falls add to its striking beauty. Stalk well branched. 25c

AMITOLA. 38 in. A large, attractive pink and gold blend with a bright yellow beard. Flowers of beautiful form are slightly ruffled. A seedling of Rameses but larger and a more intense pink. A profuse bloomer. 35c

ANGELUS. 38 in. A very distinct Iris as to color. A creamy, pearly light mauve-pink blend. A flower of tremendous size and great substance, something unusual with pinks. A seedling of Deputé Nomblot, which it resembles in form. A fine addition to any garden. 60c

ANITRA. 36 in. Another new beautiful blue. A light blue of the finest texture and reminding one very much of Shining Waters only it is paler in color and more silvery. 35c

APRICOT. 38 in. A solidly colored golden apricot self. The flowers are of medium size with standards and falls slightly ruffled. A seedling of Far West. 75c

ARCTIC. 40 in. A new white and gold variety introduced in 1940. The flowers are of perfect form, medium in size, with ruffled standards and broad white falls. The throat of the flower is an intense golden yellow. \$3.00

AT DAWNING. 36 in. A very attractive Iris with clear creamy white standards and falls arbutus-pink. Flowers of large size and beautifully formed. A well-branched, profuse blooming Iris. A hardy, thrifty Iris that seems to do well everywhere. No other Iris looks like this one. 40c

BLENDED BEAUTY. 40 in. A new and a distinctly different variety with golden bronze standards and red falls, veined and bordered golden brown. It is a bronze-red-gold blend. 50c

BLUE MONARCH. See color page 41.

BUECHLEY'S GIANT. 42 in. An outstanding variety. The blooms are of the greatest size and also of the most perfect and exquisite form. One of the finest of the blues. A variety you will like. This fine blue is a favorite among those who visit our fields and show room during the blooming season. 25c

BURNING BRONZE. 36 in. A rich subdued bronze-red that is one of the most popular among Iris lovers as a fine rich red. The plant is thrifty but does not multiply rapidly. The stalks are well branched, often carrying from four to five open flowers at one time. An excellent red for any garden. 35c

If you wish to plant a group of any one variety, you may select—

5 of any 25c varieties for\$1.00
5 of any 35c varieties for 1.25
5 of any 40c varieties for 1.50
5 of any 50c varieties for 2.00
5 of any 75c varieties for 3.00
5 of any \$1.00 varieties for 4.25

Allow 25c for postage and boxing on all orders under \$3.00. The above offer means 5 of any 1 kind, or 5 different kinds.

CALIFORNIA GOLD. See color page 37.

CAPRI. 30 in. A fawn-yellow of unsurpassed substance and superb Frieda Mohr form. We personally are very fond of this variety. It is medium tall and makes a splendid variety to plant in the foreground. A most pleasing variety in its color class. The flowers are large and beautifully formed. 25c

CHEERIO. See color page 36.

CHINA MAID. 35 in. A fine new mallow-pink blended with golden bronze. The flower is large and of good form and habit. Its smooth even texture marks it as one of the best of the new pinks. If your garden needs a new pink, try China Maid. \$1.00



Alta California

CHRISTABEL. 40 in. This is one of the most striking in effect of all the Iris in the garden. The general color effect is a glowing coppery red with the falls lighted by a heavy orange beard. Of all the red Irises, it is one of the greatest exhibition varieties. In the garden a clump of it is just a mass of rich coppery red. This variety has a great future. 75c

CITY OF LINCOLN. 42 in. A wonderful "must have" Iris. A very large flower, borne on a tall, strong stem with rich golden standards and bright velvety red falls. One of the best of the Variegatas. \$1.50

CLARIBEL. 40 in. One of the tallest of the Plicatas. A nicely branched Iris of great size. A pure snow-white with delicate distinct tracings of blue around the edges of the petals. Striking yellow beard. 35c

COPPER LUSTRE. 38 in. A Dykes Medal winner. A beautiful blend of pink and gold with a constantly changing lustre of incomparable beauty. A fine free bloomer. 40c

CRYSTAL BEAUTY. See color page 41.

DAUNTLESS. See color page 41.

DEPUTÉ NOMBLOT. 42 in. This Iris is also a winner of the Dykes Memorial Medal. An Iris of gigantic form and the finest coloring. S. coppery red, flushed golden bronze; F. rich claret-crimson. A really fine Iris of great beauty. 25c

DERRILL HART. 40 in. A new variety resembling Deputé Nomblot in many ways. The standards are a rosy bronze while the falls are a deep velvety red. \$1.00

DESERET. See color page 36.

DESTINY. 38 in. See color page 37.

DOROTHY DIETZ. 36 in. An Iris of unusual coloring. Standards a light chicory-blue; falls pansy-violet. Distinct. 25c

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JEB STUART. 36 in. Impressive because of its erect perfect carriage. An intense rich red-brown entirely without venation and with a striking orange beard. 25c

JEAN CAYEUX. See color page 40.

Brand's

**SPECIAL IRIS
COLLECTION of 10
SUPERB VARIETIES**

*All Real
Beauties*

Rameses

Winner of the
Dykes Medal, 1932.
A beautiful soft,
light russet flushed
pink. 42 in.

Sir Michael

A great Iris. S. clear
lavender-blue. F. rich
velvety red-purple. 38
in.

Happy Days

One of the largest
and finest of all the yellow-
lows. 36 in.

Jean Cayeux

An unusual light
buff described by
some as "coffee col-
ored" and by others
Havana-brown.
36 in.

Wm. Mohr

An Iris of im-
mense size and lilac
in color, veined pur-
ple. A real sensa-
tion. 39 in.

Special Offer

**of All 20 Varieties Illustrated
on Pages 36-37 and 40-41**

All 20 1 Each of 20 Varieties **\$5⁵⁰**

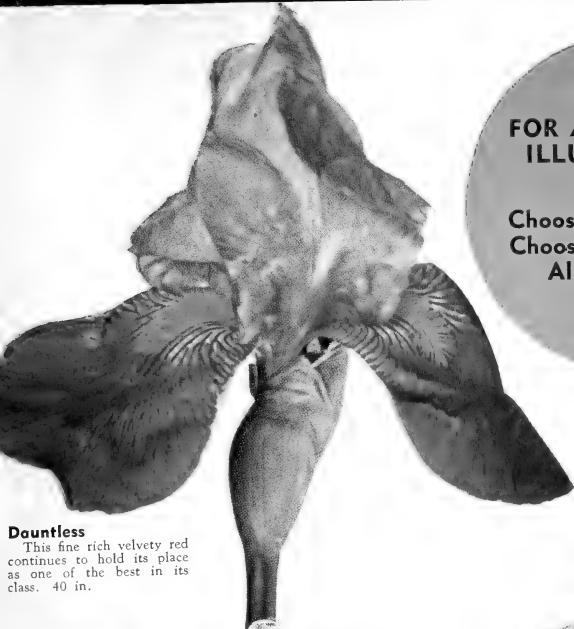
**PRICES
FOR ALL VARIETIES
ILLUSTRATED IN
COLOR**

Choose any 3 for \$1.00

Choose any 6 for \$1.50

All 10 for \$2.75

All Postpaid



Dountless

This fine rich velvety red continues to hold its place as one of the best in its class. 40 in.



Winneshiek

One of the best of the dark blues, distinct in its color. 38 in.



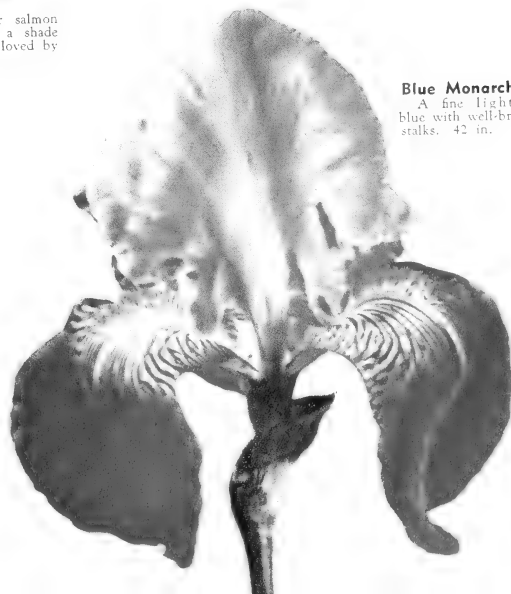
Crystal Beauty

A superb glistening stately white. For mass color effect plant with pink and light blue shades. 40 in.



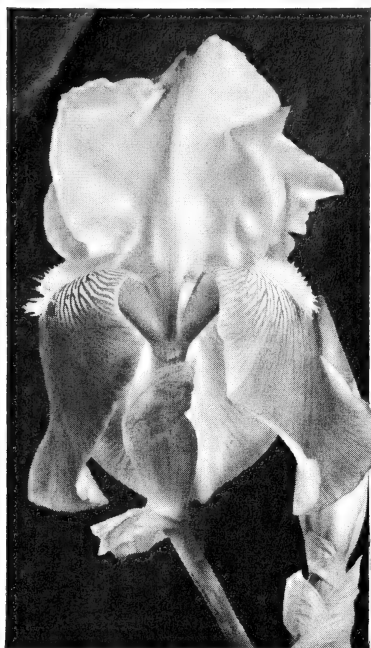
Eros

A tall clear salmon or coral-pink, a shade of pink much loved by all. 40 in.



Blue Monarch

A fine light-toned blue with well-branched stalks. 42 in.



Frank Adams

JUNALUSKA. 40 in. A lovely combination of gold, copper and red tones. The standards are copper and suffused with rose. The falls are a rich velvety red. The flowers are large and carried well on tall, widely branched stalks. 40c

KING JUBA. 40 in. Standards old gold; falls Dahlia-carmine. Honorable Mention, American Iris Society. A tall late variety. A wonderful Variegata. 25c

LIGHTHOUSE. 34 in. An unusual blending of old rose and copper tones. A coppery rose flower with a burning yellow center radiating streams of light from the heart of the flower. Large, nicely rounded flowers. 60c

LILAMANI. 38 in. A striking new Iris with silky blue-black standards and rich velvety black falls. A tall free growing variety. 30c

LOS ANGELES. See color page 37.

LOUVOIS. 35 in. A lovely Iris with light chocolate-brown standards with a rich maroon-red fall, with a chocolate border along the edge of the petals. An intensely rich colored Iris. A real new outstanding color to add to your Iris garden. \$1.00

MAID OF ASTOLAT. 38 in. A fine Plicata by Sass. A new domed Plicata of alabaster whiteness with blue markings along the haft only. An extremely beautiful white with outstanding domed effect. 40c

MARCO POLO. 37 in. A large clear-toned bicolor with rich rose standards and brilliant, velvety crimson falls. One of the reddest of all reds. 35c

MARQUITA. 34 in. An ultra beautiful Iris in ivory-yellow and watermelon-rose. It is almost impossible to imagine anything more exquisite than the combination of the chaste creamy standards and the rich watermelon-rose falls. 40c

MATTERHORN. 38 in. This is the finest pure white to date. An Iris of beautiful full rounded form, good size, and without a trace of color. An absolutely pure white, except for a creamy beard. \$1.50

MICHELANGELO. 43 in. An Iris of very unusual coloring. A lavender-old-rose shading to dove-gray. The colors are iridescent, which enlivens the flower and makes it unusually attractive. 35c

MIDWEST GEM. 36 in. A very large light buff-pink blend with petals slightly ruffled and serrated. The standards are a pale apricot yellow, with the falls lightly flushed pink. One of the good Sass varieties. 75c

MING YELLOW. 36 in. A great new yellow. The blooms are very large, clear, rich and of beautiful form. Fine substance. A pure yellow without venation. \$1.50

MISS CALIFORNIA. 40 in. A very large lilac-pink. Standards a delicate lilac-pink with the falls decidedly darker. Flowers large and nicely carried. Beard is lemon-yellow. A perfect flower. 60c

MME. LOUIS AUREAU. 36 in. One of Cayeux's most charming productions. A Plicata with rosy heliotrope spread over a background of silvery white. No Plicata has been more talked of in recent years. Winner of Dykes Medal in France, 1934. 50c

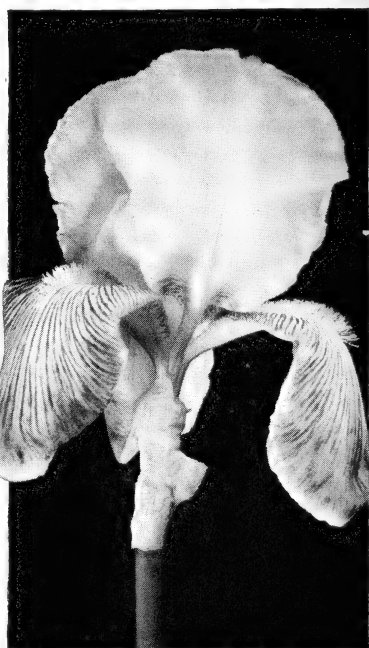
MORNING SPLENDOR. 42 in. One of the indispensable Irises. Fine tall, straight stems carry great large, nicely shaped blooms of a rich dubonnet-red. Flowers have fine substance and are very fragrant. Silver Medal, Garden Club of America. An old but dependable variety. 25c

MOROCCO ROSE. 36 in. A giant rose-pink self, flushed gold. It has a soft yellow glow at the heart, and a pleasing yellow beard. If you wish one of the superb pink Iris, you should have this one. \$1.50

MOUNTAIN SNOW. 42 in. This is a glistening white that carries a faint touch of blue. The standards and falls are large and ruffled. The flower has great substance and is a beautiful flower as the faint suffusion of blue gives life to the color effect. 40c

MRS. WILLARD JACQUES. 36 in. An exquisite flower in all ways. A charming blend of pink and yellow. The blooms are daintily ruffled and nicely placed on the stems. Makes a most striking effect in the garden. Very profuse bloomer. 40c

ORLOFF. 38 in. This is one of the newer yellow Plicatas. The ground color is yellow covered with rich blendings of red-brown. An unusually striking flower, with large ruffled blooms carried on well-branched stems. A thrifty, strong grower. 75c



Marquita

ORMOHR. 36 in. This variety is a seedling of Wm. Mohr and is harder and thrifter than that wonderful variety. If you like Wm. Mohr, you will be more than pleased with Ormoehr. It is a uniform gray-lavender. Very large and a great producer of seed. \$1.50

OZONE. 37 in. A beautiful new Iris. One of the best of the recent Sass introductions. A deep pearly mauve, a self except for coppery brown on the haft. One of those beautiful, delicately colored flowers that everyone of fine taste admires. 35c

PINK SATIN. See color page 37.

PIUTE. 38 in. A very popular red variety, and surely one of the nearest to true red. Flowers are of medium size. The standards and falls are of the same shade. All in all this is a fine red. 50c

PRAIRIE SUNSET. 36 in. This is another fine Sass introduction that will grow more popular as it becomes better known. To say it is a blending of peach, rose, copper, and gold best describes its color but it is a variety that has to be seen to be fully appreciated. \$5.00

RAMESES. See color page 40.

ROSE ROMINION. 38 in. A beautiful American-Beauty-rose color, with flaring falls and a vivid golden beard. A very pleasing Iris. 25c

ROSY WINGS. 38 in. This is a brilliant variety made up of a combination of red, pink, and copper tones. The oval blooms are of large size and carried well on tall well-branched stems. A variety greatly admired in our fields. 35c



SANDALWOOD. 34 in. A most delicate blending of cream and brown gives us a wonderfully beautiful Iris. The flowers are large and ruffled, producing an exquisite effect. The plants are strong, hardy, and bloom profusely. 35c

SHAH JEHAN. 38 in. Here is a fantastically beautiful brilliant Iris. Standards a delicate creamy buff edged lavender; falls a rich, magnificent blending from a light fawn at the haft to a burning copper, and then to a rich deep chestnut. One of the most brilliant of all. 25c

SHINING WATERS. 36 in. A clear, clean bright blue self with waxlike petals, with many unusually large blossoms open at once. A beautiful and outstanding blue. 35c

SIERRA BLUE. 40 in. A huge light blue self with smooth finish and deep orange beard. The falls flare widely and are nicely placed on open branching stalks. A splendid blue. Dykes Medal, 1935. 35c

SIR MICHAEL. See color page 40.

SNOW FLURRY. 40 in. A well named blue white with beautifully ruffled petals. The individual blooms are unusually large and the strong stalk carries many of them. A fine white. \$5.00

SPRING CLOUD. 38 in. A fine new Plicata with white standards and falls edged violet. 40c

THE BLACK DOUGLAS. See color page 36.

THE RED DOUGLAS. 38 in. This is one of the greatest, if not the greatest of the new reds. Admitted by everyone to be about at the top. The blooms are very large, beautifully formed, and of great substance. Stems tall and well-branched. A very rich brilliant red. \$1.25

TIFFANY. 36 in. Another fine Plicata. A light yellow, heavily bordered deep brown-purple, almost a maroon. Standards dotted and edged rich reddish brown; falls with a wide border of same shade. A good all-around performer. 60c

TREASURE ISLAND. 36 in. The plant is thrifty, with strong stems. The standards of this deep yellow are frilled, with semi-flaring falls. 50c

VERT GALLANT. 40 in. A very large flower of great substance, brilliant coloring and of the finest form. Standards are a blending of copper, fawn, and soft lilac; falls intense garnet-red with bronze edge. 25c

WABASH. A variety that resembles the well-known Dorothy Dietz, both in color and form. Standards are a pure white with Hyacinth-violet falls with a very definite white margin. The very best Iris of this type and in fact, one of the highest rated of all Iris. \$1.00

WINNESHEIK. See color page 41.

WM. MOHR. See color page 40.

Our Top Ten COLLECTION

We have gathered here for the most discriminating buyer 10 of the world's most outstanding Iris. Ten beautiful Iris that should meet all tastes. An assortment of the richest types, and what we consider one of the very best in each color group. These 10 will not disappoint you.

City of Lincoln. Best variegata-gold-red	\$1.50
Elsa Sass. A fine primrose-yellow ..	1.50
Exclusive. A distinguished clear light blue self60
Grace Mohr. A finer Wm. Mohr ..	1.00
Jake. The newest Sass white	3.00
Ming Yellow. A refined golden yellow	1.50
Morocco Rose. One of the very best rose-pinks	1.50
Prairie Sunset. A blending of peach, rose, gold and copper tones	5.00
The Red Douglas. Giant wine red ..	1.25
Wabash. Snowy white standards and velvet blue falls	1.00

A Total Catalog Value of \$17.85

Postpaid for **\$15.00**

Rainbow Iris Collection

A collection of 12 beautiful Iris carefully selected to meet the wants of those who wish a choice that will not disappoint them. Here is a collection that will please you.

A collection of 12 beautiful Iris carefully selected to meet the wants of those who may have the best of the more standard varieties illustrated on our color pages, but wish an additional list at a reasonable price. The varieties we have placed in our Rainbow Collection will meet this need in every respect.

Anitra. A silvery sky-blue	\$0.35
Christobel. A glorious red75
Golden Hind. One of the deepest yellows35
Indian Hills. Large rich true purple ..	.40
Lighthouse. Bicolor. S. rose, F. rose-red60
Maid of Astolat. White and blue Plicata ..	.40
Miss California. Stately giant rose-pink ..	.60
Midwest Gem. Large light buff-pink ..	.75
Ormohr. Color much like Wm. Mohr ..	1.50
Piute. Another rich red self50
Tiffany. Plicata, Rose stippled on lemon ..	.60
Venus de Milo. A favorite pure white ..	.25

A Total Catalog Value of \$7.05

Postpaid for **\$5.75**





Bridesmaid

Brilliant



Perennial

B. COMTE. One of the richest of all dark colored Phlox. A rich satiny deep red-purple. Hard to find anything better in its color. One of the very darkest and richest in the red shades.

BRIDESMAID. A large pure white with a large crimson center.

BRILLIANT. New! A tall graceful new red that is a real acquisition to the Phlox list. Color almost a true crimson without a marking. A true even color.

COLONIAL. An unusually strong growing variety producing large blooms in a pleasing shade of light blue.

INNOCENCE. A pure glistening white. A strong, robust growing variety and a profuse bloomer. This is a very clean pure white, large bloom with individual florets.

R. P. STRUTHERS. We consider this variety one of the very best Phlox grown. Very hardy and a splendid bright red or a deep rose-pink. This is one of those sturdy Phlox that seems never to die out.

SPECIAL OFFER

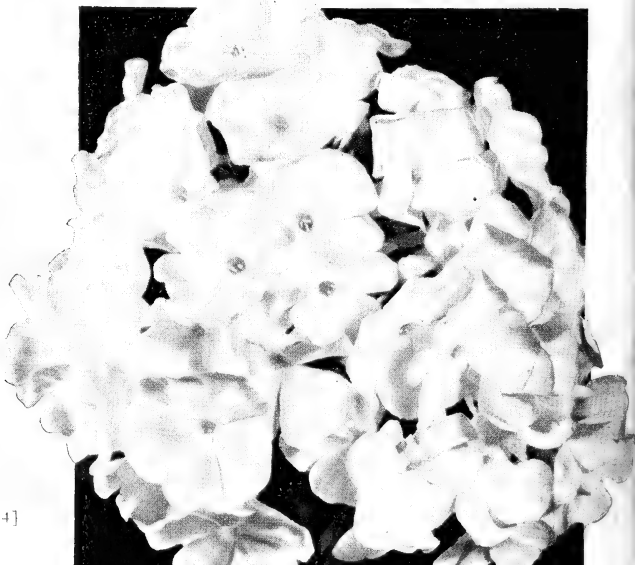
All 10 Phlox described on these pages in strong field-grown plants, postpaid for

\$3.25

CARE OF PHLOX

Water heavily during dry spells. The flowers should not be allowed to go to seed. Cut the first flower spikes when they are in full bloom and use for home decoration. Or, if left longer on the plant, they should be cut as soon as the blooms fade. In this way a second setting of bloom will come on and thus the season will be prolonged.

Innocence



Phlox **HARDY and COLORFUL**

RHEINLANDER. Although this is an old standard variety, it is still one of the very best. A very thrifty bright salmon-pink.

ROKOKO. A clear uniform bright pink. A beautiful self color. Large individual florets, immense round trusses. Very strong grower. Beautiful new color in Phlox.

STARLIGHT. A very fine deep blue-lavender with a large creamy white center.

VON HOCHBERG. In its shade of red, there is no better Phlox. A very dependable rich deep oxblood-red.

FOR *Large Border* PLANTINGS

For best effect, Phlox should be planted in groups of at least three of a kind. To those who wish to make a large planting or who wish to choose their own color combinations, you may select—

3 for	\$ 1.15
6 for	1.75
10 for	3.25
50 for	15.00
Postpaid	



Rheinlander

Colonial

HOW TO PLANT

Plant so that crown is fully an inch beneath surface and use plenty of water when planting if ground is at all dry. If soil is dry as winter approaches, stir ground well about plants and cover with a good coarse mulch, but do not use leaves as they often smother plants. This plant likes a well-enriched soil and a sunny, well-drained location.

Rokoko





Siberian Iris

Perennials Suitable for Every Garden

SIBERIAN IRIS

Make a nice planting of Siberian Iris throughout your perennial border and also around your bird bath. You will find the birds like the seclusion this Iris gives them. The flowers are graceful and they give your bouquets the artistic effect they often need. The plants grow upright and the grasslike foliage adds materially to the beauty of any planting in which they are used. We offer this Iris in six shades of blue.

Large divisions, 40c each; any 3 for \$1.10; any 6 for \$2.00, postpaid.

CAESAR. 48 in. A uniform deep violet-blue. Very rich coloring in this variety. To see is to order.

CAESAR'S BROTHER. 48 in. Deeper in color than Caesar. The darkest of all Siberian Iris. A rich pansy-violet.

EMPEROR. 48 in. True Oriental form. Comes from Japan. The flowers are large, of fine form, good texture, and the color a rich uniform deep violet-blue.

KINGFISHER BLUE. 54 in. A very tall, graceful growing variety. A fine, large bright blue on 4½-foot stems.

NORA DISTIN. 30 in. Standard and styles clear violet; falls white edged and veined china-blue.

PERRY'S BLUE. 48 in. A beautiful shade of clear light blue. One of the favorite varieties.

LYTHRUM, Mordena

This is a new Lythrum brought out by the Canadian Experimental Farm at Morden, Manitoba. We think it the best of all the Lythrums and a great improvement over old types. Long, upright growing stems just covered their length with little deep bright rose-pink flowers. This is a good one. Showy plants for moist, shady borders, and watersides. This is a Lythrum of real merit. The older sorts are not so desirable because of their dull color. But this is a bright, attractive pink and we received many words of real praise from our last season's customers. You will like it.

Each 50c; 3 for \$1.25.



BLEEDING HEART (*Dicentra Spectabilis*)

(Easy to Handle—Easy to Grow)

This is one of the old-time flowers from grandmother's garden, of which we will never tire. The flowers, which are pink with a white center and heart-shaped, come in long, graceful, drooping racemes. Foliage is fernlike and dainty. A valuable flower for planting in the shade. Very hardy and lives year after year. Grows 1 to 2 feet tall and blooms in May.

Large clumps, undivided, 50c; 6 for \$2.50.

Lythrum
Mordena

ORDER SHEET

ORDER EARLY

We suggest that you send us your order as soon as possible after receiving our catalog that you may get your order in while our stocks are complete.

CASH WITH ORDER

or 25% down and balance C.O.D. unless you have done business with us previously and have an established credit. Send payment in full with all orders of \$5.00 or less.

REMIT

By Postal Order, Express Order, Personal Check, Postage Stamps, or Registered Letter. If payment is made in postage stamps we prefer 5c and 10c stamps.

SHIPPING CHARGES

We do not pay shipping charges except where it is expressly stated that we do so. Otherwise such charges are paid by the customer. Trees and large shrubs go by Express Collect. Where an order is made up of part prepaid items and part Express Collect items, the prepaid items are generally packed with the Express Collect items as their addition to the shipment will generally make no difference in the Express charge. But should their addition make a slight additional charge, we have this deducted at this end of the line against the express charge.

OUR GUARANTEE

We guarantee our nursery stock to be true to name. Should a mistake occur and a customer received stock that eventually proves not true to name, we will replace this stock free of charge and the customer may retain the stock first received. After you receive our shipment, we want you to report at once anything that is not satisfactory and we will make proper adjustment. After your stock is planted we cannot assume responsibility for it.

SUBSTITUTE

We will not substitute without permission. However, if you send in an order late in the season, it will save delay if you name a second choice or give us permission to send a variety of equal or better value of the same color.

Use the Other Side For Additional Items	Amount Carried Over
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May we substitute equally good variety if any of kinds ordered are exhausted? No. Yes

Please add 5c exchange on all orders for less than \$5.00.

ORDER SHEET
BRAND PEONY FARMS, Inc.
 FARIBAULT, MINNESOTA

Date _____ 19____

Name _____

Street Address or Rural Route _____

Post Office _____ State _____

**Express Address If Not
the Same as Post Office** _____

Amount Enclosed: \$_____

PLEASE BE SURE TO WRITE YOUR NAME VERY PLAINLY

[illegible]

May we substitute equally good variety if any of kinds ordered are exhausted? No. _____ Yes. _____

Please add 5c exchange on all orders for less than \$5.00.

KEEP THIS CATALOG. Because of the increasing shortage of paper, we may not be able to issue as complete a catalog next year so kindly keep this one for reference.

[illegible]



Come to See Our French Lilacs AND OUR FAMOUS Persian Lilac HEDGE

Directions for Planting:
For a tight hedge, plant
2 feet apart. If you wish
merely a tall screen, put
your plants in from 4 to
6 feet apart.

Generally in Bloom the Last Two Weeks in May

PERSIAN LILACS

Good for All Sections of the Country

The plants are absolutely hardy and we believe that such a hedge will outlive the person who plants it.

The Persian Lilac grown as a hedge also makes a wonderful windbreak for city lots in the colder, windier sections of the country. It will make the growing of the more tender perennials and shrubs much easier and moves the possibility of growing such things from 100 to 200 miles further north than they otherwise could be grown.

THE BEST FARM AND ORCHARD WINDBREAK

After our 76 years in the nursery business here in Minnesota, we readily recommend it as the best farm windbreak, as it will outlive an evergreen windbreak two to one. If farmers are interested and wish to plant in quantity, one shade of the Persian is sufficient. This fall we cannot offer any shade except the medium pink at the following prices:

MEDIUM SHADE ONLY

	Each	Per 10	Per 25	Per 50	Per 100
2 to 3 ft. plants	\$0.50	\$4.00	\$8.00	\$13.50	\$25.00
3 to 4 ft. plants	.75	5.00	10.00	17.50	30.00

Do not take any discount on Persian Lilacs.

LINCOLN PLASTIC PLANT MARKERS

*Artistic Labels
for marking
Flowers and Plants*

- I. New Plastic Label. Not affected by weather; remains clean and bright; indestructible.
- II. Plated Metal Support. Holds label in rigid easily read position.
- III. New Water-Proof INK. Resists weather for years; indelible.

The whole marker makes for permanence, neatness, legibility. Price: Doz., 75c; with ink. Furnished in quantity in bulk: 200 for \$6.80; 500 for \$16.00. Ink, 15c bottle. Express collect.

We were so impressed with this new marker that we used over a thousand of them in our fields this fall with our various plantings.

"Crab Apples for America"

Here is a book just out that will be of interest to those who are interested in the Crab Apples.

It is an 80-page paper bound book and is edited by Donald Wyman of Arnold Arboretum and published by The American Association of Botanical Gardens and Arboretums.

We are able to supply these books at \$1.00 each, postpaid.

TWO NEW TYPES OF PLASTIC LABELS For Shrubs and Trees

A Special Plastic Material which withstands All-Weather Conditions and with Lincoln Water-Proof Indelible Ink forms a Permanent Marker.

Conveniently attached—does not damage plant as it expands with the growth of the shrub or tree.

1. The SNAP-ON Type—has spiral coil at one end, snaps around plant, locks on permanently.
2. The KEY-RING Type—Strip Label (1/4"x3/4") perforated to receive Spiral Plastic Ring (1/4" diam.). Slips onto plant as a key onto a key ring. Permanent, durable. Other dimensions available, quotations on request.

Prices: Either type including ink, postpaid, 25, \$1.50; 100, \$5.00; 200, \$9.50.

THE ALL-PURPOSE HOE

This is our 76th year in the nursery business. We have used all kinds of hoes in the meantime. This hoe is made right here in Fairbault.

We were one of the first to try the hoe out and were so pleased with it that we immediately purchased one for each hand in our nursery, and use the hoe constantly now.

1. It is light to handle. Just right for a woman's hoe.

2. It has a small blade. Just right to hoe among small plants.

3. It is made of best steel and is very sharp.

4. The angle of the blade enables one to stand more erect in using.

\$1.20 each, postpaid.

OUR GUARANTEE: Try this hoe out for 10 days. If not satisfied, return hoe postpaid and we will return you \$1.20.





Congo

The above is a picture taken of the great red Lilac, **Congo**. It gives one a perfect illustration of this variety in a two-lobed panicle but it must be remembered that **Congo** on old bushes generally comes 3, 4, and 5 lobes to the panicle. This illustration could also be used for **Monge** and **Edmond Bossier**. **Monge** is a bright red but the panicle is a trifle shorter than that of **Congo**. Then **Congo** comes into bloom early in the season, while **Monge** flowers at a later date. **Edmond Bossier** is as rich in coloring but the panicles are more open and the petals and florets somewhat larger. All three of these fine red single varieties are among the best and we regret that we cannot offer **Monge** this fall except in a collection with other varieties. Our stock of **Monge** is very limited.

BRAND PEONY FARMS . . FARIBAULT, MINN.